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Programs.

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## ABSTRACT

This Crime Prevention Month kit is designed to help plan crime prevention month activities for 1999 and into 2000, the year the Take a Bite Out of Crime character, McGruff the Crime Dog, celebrates 20 years of existence. This 15-month planning calendar provides long-term strategies for preventing crime in the community, which can be carried out year round; ideas for how to celebrate McGruff's 20th anniversary in October 2000; a list of publications, web sites, a sample press release and proclamation, licensed products and other resources; tips on how to get news coverage for hosting a neighborhood event and what to say during coverage; an event planning calendar; and reproducible materials to help spread crime prevention messages. The calendar provides alerts to other national crime prevention events and conferences. A list of Crime Prevention Coalition of American member organizations is included. (MKA)

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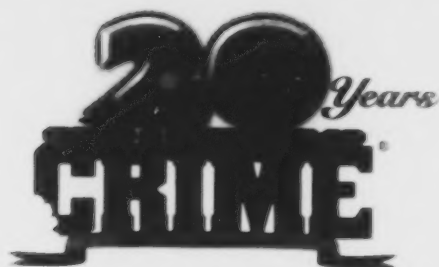
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## TAKE A BITE OUT OF

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## Dear Crime Prevention Practitioner:

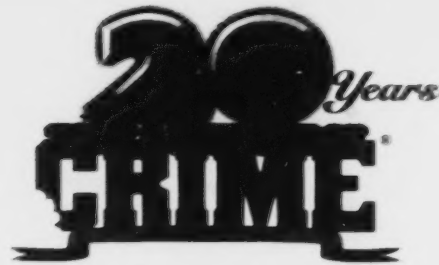
**A**cross the nation crime is dropping. We've seen prevention's dramatic success in tough neighborhoods and in entire cities such as Boston, with a 29 percent reduction in total crime; Fort Worth, 56 percent; Hartford, 30 percent; New York, 41 percent; and San Diego, 46 percent. Although we have made great strides in prevention, we have not eliminated crime from our communities. When schools are still plagued by violence, residents are still afraid to walk their neighborhood streets, and children are still confronted with drugs, we must redouble our efforts. We know crime prevention works. Programs, such as mentoring, conflict management, Head Start, Boys & Girls Clubs, after-school programs, and many others, have proven successful. We must continue to build collaboration and partnerships. We must work to strengthen families, involve youth, and keep guns away from children. Remember, crime prevention is everyone's business. The best recipe for success is to involve and engage the energies of the community's key sectors: government, law enforcement, youth, elderly, businesses, faith communities, schools, social service agencies, civic groups, and others in your crime prevention work. Make crime prevention a community priority.

This year's Crime Prevention Month kit, developed on behalf of the Crime Prevention Coalition of America, is designed to help you plan your crime prevention month activities for 1999 and on into 2000—the year McGruff the Crime Dog® celebrates 20 years of taking a bite out of crime. The 15-month planning calendar provides

- long-term strategies for preventing crime in your community, which can be carried out year round
- ideas for how to celebrate McGruff's 20th anniversary in October 2000
- publications, Web sites, a sample press release and proclamation, licensed products, and other resources
- tips on how to get news coverage for your event and what to say when you get it
- an event planning calendar
- reproducible materials to help you spread crime prevention messages.

The calendar also alerts you to other national events and conferences that can be tied to your efforts. Use the calendar to track your own plans and deadlines. Write down meetings with partners, schedule press events, or remind yourself to get a Crime Prevention Month proclamation issued by your governor, mayor, or county commissioner. A list of Crime Prevention Coalition of America member organizations provides potential partners for your activities.





## Crime Prevention Techniques for Children

**C**hildren are our most innocent victims, and without proper training, education, and protection, they are our most vulnerable. Research indicates that nearly 3 million children are reported abused each year and countless other incidents go unreported. Teaching children to protect themselves can empower children with skills to make decisions and take actions that can protect them from victimization by physical or sexual abuse, abduction, bullying, or theft of personal belongings.

In dealing with children, age-appropriate educational materials and interactive teaching methods that help reinforce messages of self-protection and preventive action are necessary. Simple techniques to convey key messages work best with younger children, while older children are able to learn through more complex techniques including group discussions and role playing. Teachers, day-care providers, and others who work with children must be trained by law enforcement officers or other specialists to ensure that they present appropriate information in ways most likely to reach the targeted age group without arousing undue fear.

Law enforcement officers and community organizations that serve youth implement programs in schools or day-care centers. Basic crime prevention and safety presentations create positive images of authority figures and teach small children what to do in case of emergency. Following discussions of

physical and sexual abuse, school systems should have counselors on hand, since this is a common time for children to disclose their victimization.

Trained volunteers in Houston, TX, provide school children with information on physical and sexual abuse, suicide prevention, and victimization prevention. The program, We Help Ourselves, is supported by the state, the local school district, and the regional United Way. Evaluations have deemed the program a success. Contact: WHO Project Director, 2211 Norfolk Street, Suite 810, Houston, TX 77098, 713-523-8963.

### Resources

See [www.ncpc.org/child.htm](http://www.ncpc.org/child.htm)

***When a Child Reports a Crime: Encouraging Children To Report Crime and Responding Appropriately When They Do***

See page 78 for ordering information.

**For more information on preventing child abuse:**

**Prevent Child Abuse America**

332 South Michigan Avenue, Suite 1600

Chicago, IL 60604-4357

312-663-3520

[www.childabuse.org](http://www.childabuse.org)

### CELEBRATING MCGRUFF'S 20TH

8

Partner with your local American Legion chapter and sponsor an Ident-a-Kid fingerprinting drive at a school, community center, or shopping mall. The McGruff Safe Kids Identification Kit is available from Boerner, Inc. See the list of licensees on page 76. Invite police to present or give out information about child safety. Have McGruff help police officers distribute information.

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# IMPORTANT EVENTS

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

**July 31-  
August 5**  
**National Police  
Athletic Leagues  
Third Annual Youth  
Festival, New York  
City, NY**

Contact: National  
Association of Police  
Athletic Leagues  
561-844-1823

**August 3**  
**National Night Out**

Contact: Matt Peskin  
National Association  
of Town Watch  
800-NITE-OUT

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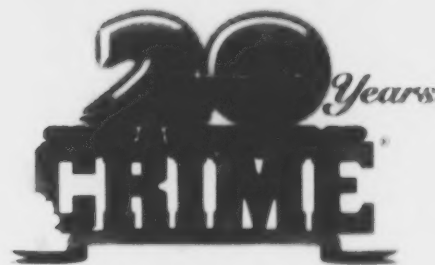
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## Community Action Against Substance Abuse

**C**ommunity mobilization strategies address local problems such as drug dealers moving into or taking control of a community. Planning and action usually follow heightened awareness of the problem, often arising from a highly-publicized local incident. Residents combat problems specific to their community, neighborhood, or block of homes or apartments by designing and implementing their own antidrug strategies in conjunction with law enforcement.

Residents meet to determine appropriate action and initiate an antidrug plan. Community mobilization strategies can include rallies at shopping malls or community centers, community surveillance of crime and drug incidents, cleanup activities in parks and other public places, closing crack houses, marches signaling residents' determination to keep their neighborhood drug free, or community picnics designed to encourage residents to get to know one another.

A coalition of ministers, the Union Miles Development Corporation, launched a major community drug prevention campaign in Cleveland, OH, by holding Good Friday prayer vigils outside several drug houses. The next morning they held a neighborhood clean-up; in the evening, they marched to a tent meeting. On Easter Sunday the ministers held prayer services at the drug houses and inaugurated a week-long drug reporting strategy. Area visitors, no longer afraid to walk down the streets, remarked that the community strategy restored law and order. Contact: Union Miles Development Corporation, 9119 Miles Avenue, Cleveland, OH 44105, 216-341-0757.

### Resources

See [www.ncpc.org/10yth2.htm](http://www.ncpc.org/10yth2.htm)

**McGruff's Elementary Drug Prevention Activity Book**

See page 78 for ordering information.

**For more information on substance abuse prevention:**

**Community Anti-Drug Coalitions of America**

901 North Pitt Street, Suite 300

Alexandria, VA 22314-2045

800-54-CADCA

[www.cadca.org](http://www.cadca.org)

**Office of National Drug Control  
Policy Information Clearinghouse**

PO Box 6000

Rockville, MD 20849-6000

800-666-3332

[www.whitehouse.gov/ondcp/policy](http://www.whitehouse.gov/ondcp/policy)

**Join Together**

441 Stuart Street, Seventh Floor

Boston, MA 02116

617-437-1500

[www.jointogether.org](http://www.jointogether.org)

# September 1999

## IMPORTANT EVENTS

### National Alcohol and Drug Abuse Recovery Month

Contact: Office of Communications, Center for Substance Abuse Treatment, 301-443-5052

SUNDAY

MONDAY

TUESDAY

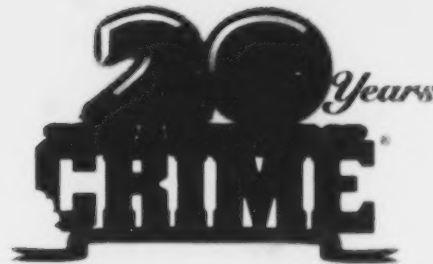
WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

|                                                                                                                                         |           |    |    |    |    |    |   |
|-----------------------------------------------------------------------------------------------------------------------------------------|-----------|----|----|----|----|----|---|
| National Alcohol and Drug Abuse Recovery Month<br>Contact: Office of Communications, Center for Substance Abuse Treatment, 301-443-5052 |           |    |    | 1  | 2  | 3  | 4 |
|                                                                                                                                         | Labor Day |    |    |    |    |    |   |
| 5                                                                                                                                       | 6         | 7  | 8  | 9  | 10 | 11 |   |
| 12                                                                                                                                      | 13        | 14 | 15 | 16 | 17 | 18 |   |
| 19                                                                                                                                      | 20        | 21 | 22 | 23 | 24 | 25 |   |
| 26                                                                                                                                      | 27        | 28 | 29 | 30 |    |    |   |



## Crime Prevention Through Environmental Design

**C**PTED is a set of tools to help users design the physical environment in ways that reduce or remove identifiable crime risks. A parking garage in a mall, for example, could invite auto theft, vandalism (slashed tires, scratches, broken locks or windows), property theft (packages, hub caps, hood ornaments), assault, robbery, or rape. Proper surveillance features built into the structure can reduce the opportunity for crime.

Consider the following CPTED principles in designing a parking lot: lighting within the structure, controlled access to the facility, installing signs that remind drivers to lock car doors, removing cars left in the facility beyond a specific number of days, and covering walls with white or light paint to reduce the number of dark shadows in the facility. For an existing parking structure, analyze the kinds of crimes that have taken place there. Survey frequent users about their fears, past victimization, and ideas on how to increase the security of the facility. Make alterations based on what you learn.

Making CPTED security enhancements can help reduce crime in garages, enhance the safety of users, and increase usage of the parking structure. CPTED can also be used in commercial properties, private residences, apartment buildings, entire cities, or any place where crime is a concern.

According to a security report, malls in California and Knoxville, TN, reduced crime in mall parking facilities by as much as 25 percent after they instituted CPTED security enhancements. Laws in Vancouver, Canada, specify minimum design, lighting, signage, and maintenance in parking facilities. Contact: CPTED Liaison, Vancouver Police Department, 312 Main Street, Vancouver, British Columbia, Canada V6A2T2, 604-665-5065.

## CPTED

### Resources

See [www.ncpc.org/3cpted.htm](http://www.ncpc.org/3cpted.htm)

*Designing Safer Communities: A Crime Prevention Through Environmental Design Handbook*

See page 78 for ordering information.

**For more information on CPTED:**  
**National Crime Prevention Council**

1700 K Street, NW, Second Floor  
Washington, DC 20006-3817  
202-261-4125  
[www.ncpc.org](http://www.ncpc.org)

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### CELEBRATING MCGRUFF'S 20TH

With your Neighborhood Watch group, sponsor home security surveys for community residents. Invite law enforcement officials to address preventing crime in your home. Provide a home/apartment safety checklist for attendees to evaluate how secure their homes are. Remember to include local businesses.

# October 1999

## IMPORTANT EVENTS

**October 14-17**

**Girl Scouts of the USA  
National Conference/  
48th Convention,  
Kansas City, MO**

Contact: Robyn Payne  
Girl Scouts of the USA  
212-862-8614

**October 17-23**

**America's Safe  
Schools Week**

Contact: Karen Whitney  
National School Safety Center  
800-473-9977

**October 23**

**Make a Difference Day**

Contact: Lashawn Hargrove  
The House of Light  
Foundation 202-729-6199

**October 30-  
November 3**

**Annual International  
Association of Chiefs  
of Police Conference,  
Charlotte, NC**

Contact: Chissy Hart or Lynne  
Hargis, IACP 704-696-6767

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

**Crime Prevention Month**

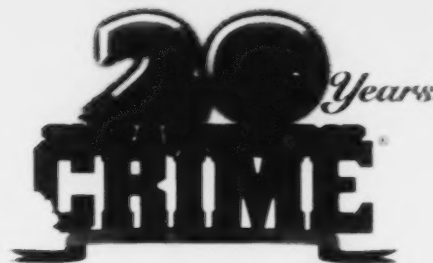
Contact: National Crime Prevention Council 202-466-6272

**Domestic Violence Awareness Month**

Contact: Cindy Newcomer, National Resource Center on Domestic Violence 800-537-2238

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|       |    | Columbus Day |    |    |    |    |
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## Training Youth in Conflict Mediation

**M**any schools and communities have implemented student training in conflict mediation. These programs improve students' communication skills and train students in violence prevention so that they can mediate conflicts among their peers.

When a dispute occurs on school grounds, the parties involved seek out a teacher or the program's adult coordinator. The coordinator assigns peer mediators to intervene and attempt to resolve the dispute without violence, through the parties' mutual agreement and commitment to a contract with set standards for conduct. Conflict resolution through mediation often substitutes for detention or suspension of youth involved in fights, verbal threats, or intimidation of others on school grounds. Training for student mediators must be age-appropriate and should develop skills in active listening, effective communication, and anger management. Programs should also train teachers, administrators, and staff to ensure that they interact with one another and with students in recommended ways.

School administrators and staff should team up to train students. They should track the program's impact on fighting, suspension rates, disciplinary referrals, and student opinions on crime and safety. Students and parents should be consulted on the program's design and given information that encourages use of recommended techniques in the family and community. Religious leaders and other key figures in the community should reinforce the program in their daily work. Local businesses and the local Bar Association can help support information dissemination that advances the program's goals.

In Kansas City, MO, high schools, volunteers from the Lawyers Association's Young Lawyers section train student response teams to mediate conflicts. The teams encourage students involved in disputes to avoid confrontation at school. The New Mexico Center for Dispute Resolution has developed a curriculum on dispute resolution and conflict management. A comprehensive evaluation showed significant gains in conflict resolution and social skills among participants, dramatic reductions in on-campus fighting, and increased self-confidence among students. Contact: New Mexico Center for Dispute Resolution, 800 Park Avenue, SW, Albuquerque, NM 87102, 505-247-0571.

### Resources

See [www.ncpc.org/1safe5dc.htm](http://www.ncpc.org/1safe5dc.htm) or [www.mediate.com/cbp](http://www.mediate.com/cbp)

***Let's Say: "We Can Work It Out" Problem Solving Through Mediation, Ages 8-13***

***We Can Work It Out! Problem Solving Through Mediation***  
See page 78 for ordering information.

**For more information on mediation:**  
**National Institute for Dispute Resolution**  
1726 N Street, NW, Suite 500  
Washington, DC 20036  
202-667-9700

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Hold a mock mediation at a local school. Teachers, community program leaders, and parents can guide youth through conflict scenarios, modeling techniques to resolve conflicts. Choose scenarios from history—the Boston Tea Party; from the environment—loggers and protectors of the spotted owl; or from school life—a fight over a boyfriend or girlfriend.

# IMPORTANT EVENTS

## November 3-6 National Conference on Preventing Crime, Washington, DC

Contact: National  
Crime Prevention  
Council, National  
Conference  
Information Line,  
202-261-4165

## November 26-30 National 4-H Congress, Washington, DC

Contact: Dr. Susan  
Stewart, National 4-H  
Congress Director,  
770-925-7507

SUNDAY

MONDAY

TUESDAY

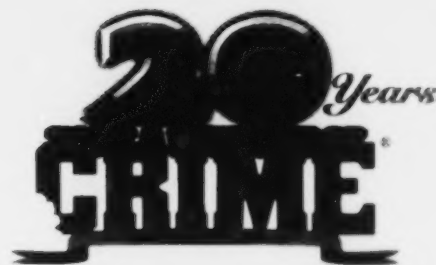
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## Teen Courts

**A**s the traditional court system is overburdened, many jurisdictions are looking for ways to handle the increase in juvenile cases. To address this situation, several local communities have adopted the strategy of teen courts to process nonviolent juvenile offenders and assure a response that balances protection of the public with treatment and rehabilitation.

Teen court programs generally deal only with nonviolent misdemeanor offenders between 12 and 18 years old. In some programs, youth who plead guilty to minor status offenses and rules infractions are tried and sentenced by their peers. In the majority of the programs, a peer jury is involved in sentencing decisions about community service assignments once an adult judge (often a local attorney or prosecutor volunteer) has decided the case. Community service is a key component of sentencing for nearly all offenders found guilty.

The Moreno Valley, CA, Youth Court hears cases of youthful offenders with the goal to provide them the opportunity to take full responsibility for their actions and to divert them from the formal juvenile justice system. High school students trained by the district attorney's office prosecute, defend, and adjudicate the cases. A volunteer defense attorney or prosecutor serves as judge. The program

reports that 85 to 90 percent of youth court defendants complete the program successfully each year and that only 10 percent re-encounter the juvenile justice system. Contact: Moreno Valley Police Department, 14114 Business Center Drive, Moreno Valley, CA 92552, 909-697-8350.

### Resources

See [www.ncpc.org/teens.htm](http://www.ncpc.org/teens.htm)

**Peer Justice and Youth Empowerment:  
An Implementation Guide for Teen Court Programs**  
NCJ #162782

Free from OJJDP Clearinghouse at 800-638-8736.

**For more information on teen courts:**  
**American Probation and Parole Association**  
c/o The Council of State Governments  
PO Box 11910  
Lexington, KY 40578-1910  
606-244-8203  
[www.appa-net.org](http://www.appa-net.org)

# IMPORTANT EVENTS

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

## December 1-4

**National  
Community Anti-  
Drug Coalitions of  
America  
Conference,  
Washington, DC**

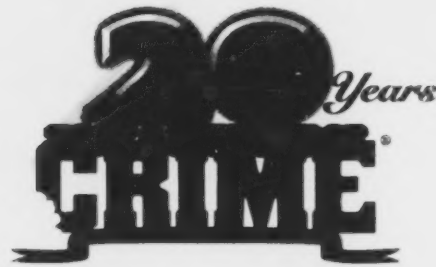
Contact: Ronald  
Dixon, CADCA, 703-  
706-0560

## December 11

**National  
Candlelight Vigil  
of Hope and  
Remembrance,  
Dallas, TX**

Contact: John Evans,  
MADD, 214-744-  
6233, ext. 264

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## Crime Prevention and Victim Services for Seniors

**S**eniors can be particularly vulnerable to the crimes of purse snatchers and con artists. They fear crime, especially violent crime, and that fear causes many to remain in their homes. Crime prevention and victim services help address the special vulnerability to crime and violence of some elderly people.

The components of this strategy include a communication network to keep seniors alert to potential crime; information and training on how to report crime; services to support elderly victims in dealing with the physical, emotional, and financial impacts of crime; access to products, training, and other services to help prevent victimization; and involvement in community-wide crime prevention activities. Key partners include the police, social services agencies, community groups, and religious groups. Volunteers can be used for escort or transportation services.

Working with the police, social service programs, and grass-roots community groups such as Neighborhood Watch can greatly reduce the fear of crime among seniors and help keep them safe. Some religious and other community groups help seniors by providing escorts and shopping or transportation services. Seniors themselves are an invaluable resource. They can volunteer at police departments, mentor young children, serve in Neighborhood Watch groups, and much, much more. Such services add greatly to the individual's safety and sense of well-being.

When two elderly residents were accosted in the park behind their apartments in Oak Park, MI, the victims' family members decided it was time for more building security. The result was the Vertical Eye Watch program. Each resident has a tag that is placed on the door at 10 p.m. and removed by 11 a.m. each day. If a tag is missing at night or visible during the day, a floor representative knocks on the door to determine if anything is wrong. The program is run almost exclusively by senior citizens. Contact: Prentis Jewish Apartments, 15100 West 10 Mile Road, Oak Park, MI 48237, 248-967-4240.

### Resources

See [www.ncpc.org/1pro7dc.htm](http://www.ncpc.org/1pro7dc.htm)

### Working With Older Americans

See page 78 for ordering information.

### For more information on crime prevention for seniors:

#### AARP

601 E Street, NW, Suite 500  
Washington, DC 20049  
202-434-6466  
[www.aarp.org](http://www.aarp.org)

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# IMPORTANT EVENTS

## January 17 Martin Luther King Day Events

Contact: Rhonda  
Taylor, Corporation for  
National Service,  
202-606-5000, ext.  
282

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

New Year's Day

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Martin Luther  
King's Birthday

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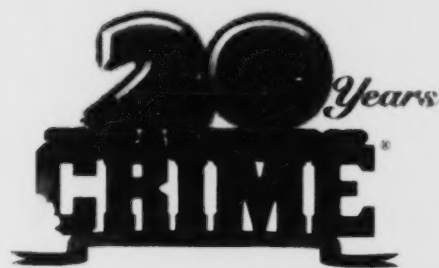
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## Using Codes and Ordinances To Prevent Crime

**C**odes and ordinances enable local law enforcement to collaborate with resident groups, the courts, public works departments, utility companies, and fire, health, inspection, and code enforcement agencies. Together these groups work with landowners to address violations of ordinances, codes, and laws governing use of property, including noise, nuisance, and public disturbances.

Enforcing sanitary, electrical, and other codes, ordinances, and laws, which often are easier to prove than criminal charges for activities requiring witnesses or other evidence, can greatly help communities to counter crime, especially crimes related to neglected or vacant properties and public spaces. Such properties often attract substance abuse, drug trafficking, vandalism, prostitution, boisterous gatherings, and health violations. Noncompliant property owners, tenants, or residents face legal sanctions and fines.

In Des Moines, IA, residents helped to enact a Specific Crime Property Ordinance. Police inform a property owner about criminal activity, such as drug dealing, gang violence, vandalism, or underage drinking, that is taking place at a particular property. If the illegal activity does not stop or if the

property owner does not cooperate with police, the owner is fined and the property can be seized by the city. As a result of this program, resident and police cooperation has improved, and fixing problem properties occurs with fewer bureaucratic delays. Contact: Citizens for Community Improvement of Des Moines, 2301 Forest Avenue, Des Moines, IA 50311, 513-255-0800.

### Resources

See [www.ncpc.org/5part3dc.htm](http://www.ncpc.org/5part3dc.htm)

### *New Ways of Working With Local Laws To Reduce Crime*

See page 78 for ordering information.

**For more information on using codes and ordinances to prevent crime:  
Center for the Community Interest**

114 East 32nd Street  
Suite 604  
New York, NY 10016  
212-689-6080

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### CELEBRATING MCGRUFF'S 20TH

Show your pride in your community with a Safe Communities parade. Encourage area Neighborhood Watch groups to participate. Arrange to have McGruff walk in the parade. Invite the chief of police to speak on the benefits of Neighborhood Watch and other community crime prevention programs. After the parade, hold a community rally to recognize neighborhoods with the most significant improvements and the greatest reductions in crime.

# IMPORTANT EVENTS

## February 2

### National Groundhog Shadow Day

Contact Your local School to Work or Junior Achievement Office

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

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President's Day

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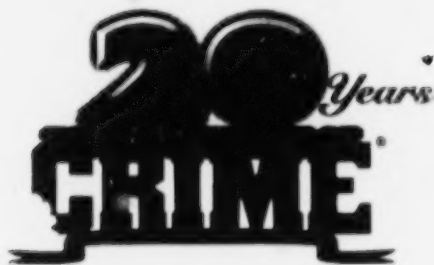
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## Gun-Free Zones

**E**stablishing policies prohibiting the possession of guns in schools and within a set distance of school buildings helps to secure schools from gun-related violence and crime. The strategy recognizes the inherent danger of concealed firearms in the possession of gang members, drug traffickers, and fearful or disturbed students.

Localities designate school buildings, school bus stops, and the perimeter area around school buildings as weapon-free zones, where possession or use of a firearm, knife, or other weapon carries additional penalties for the offender. Youth caught with a gun in the zone are usually suspended, and sometimes expelled, by school officials and may face criminal charges. The designated areas are marked by special signage and publicized throughout the community. In addition to enhanced sanctions, most school districts where such policies are in place also have implemented antiviolence and gun education programs.

Lawmakers must work with school administrators, youth, and criminal justice personnel to designate gun-free zones and to publicize the program. Local police must cooperate with the community to arrest and seek convictions. Teens must be able to report anonymously. Local prosecutors and judges must commit to applying tougher sentences.

The San Diego, CA, school district established a zero-tolerance policy for weapons on campus. Since the policy was enacted in 1991, the number of gun-related incidents has declined annually. Many students and parents have expressed support for the policy, believing it has helped make school buildings safer. Contact: San Diego Unified School District, 4100 Normal Street, EOC Trailer, San Diego, CA 92103, 619-293-8053.

### Resources

#### ***Reducing Gun Violence: What Communities Can Do***

See page 78 for ordering information.

#### **For more information on preventing gun violence:**

##### **Center to Prevent Handgun Violence**

1225 I Street, NW, Suite 1100

Washington, DC 20005

202-289-7319

[www.handguncontrol.org](http://www.handguncontrol.org)

### CELEBRATING MCGRUFF'S 20TH

36 **Organize a gun trade-in program.** Work with local law enforcement to collect unused, unwanted, or illegal firearms. Offer incentives for people to turn in handguns, such as a cash payment, grocery store certificates, or concert tickets. Guarantee anonymity for owners of illegal guns. Be sure to include an educational component that reinforces the impact of gun violence and the importance of safely storing guns kept in the home.

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# IMPORTANT EVENTS

## **March 12-18** **Girl Scout Week**

Contact: Robyn  
Payne, Girl Scouts  
of the USA  
212-852-8614

## **March 24** **24 Straight—** **America's Day of** **Recovery**

Contact: The  
Recovery Network  
310-393-3979

## **March 26-28** **National Youth** **Conference,** **Atlanta, GA**

Contact: Lisa Lybbert,  
National Crime  
Prevention Council  
202-466-6272

SUNDAY

MONDAY

TUESDAY

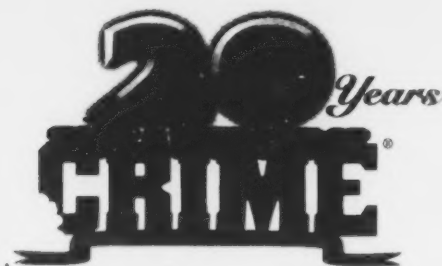
WEDNESDAY

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SATURDAY

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## Train Those Who Serve Alcohol

**R**esearch indicates that more than 50 percent of intoxicated drivers involved in motor vehicle crashes have been in bars, restaurants, or at sporting events licensed to sell alcoholic beverages shortly before the incident; 53 percent of people enrolled in a driving-under-the-influence class in Monterey County, CA, had purchased their last drink (prior to arrest) in a commercial drinking establishment. In some states, alcohol servers can be held liable for injuries or death from a customer's impaired driving.

Alcohol server intervention programs focus on prohibiting the sale of alcohol to minors or intoxicated patrons and on promoting nonalcoholic beverages. An effective program trains servers to maintain certain standards of customer behavior (e.g., keeping in check excessively loud or unruly activities) and requires management to support servers who, when necessary, limit their customers' consumption. Commercial establishments can also be encouraged to provide alternative transportation for intoxicated customers. Some bars stop serving alcohol for a period of time before the bar closes; others close early, before customers can consume too much.

An evaluation by the National Highway Traffic Safety Administration found that an alcohol management program used at seven National Basketball

Association arenas decreased the sale of alcohol, increased the sale of food and nonalcoholic beverages, and increased attendance. Contact: Project Techniques for Effective Alcohol Management, National Highway Traffic Safety Administration, Office of Alcohol and State Programs, 400 7th Street, SW, Washington, DC 20590, 202-366-9588.

### Resources

See [www.ncpc.org/alcohol.htm](http://www.ncpc.org/alcohol.htm)

### *Helping Communities Mobilize Against Crime, Drugs, and Other Problems*

See page 78 for ordering information.

### For more information on alcohol abuse prevention:

National Clearinghouse on Alcohol and Drug Information (NCADI)

PO Box 2345

Rockville, MD 20847-2345

800-729-6686

[www.health.org](http://www.health.org)

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### CELEBRATING MCGRUFF'S 20TH

40

Partner with your local government officials to hold a town meeting to discuss substance abuse issues facing your community. Ask the mayor and chief of police to take part. Encourage members of the community, law enforcement, and government to discuss possible solutions.

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# April 2000

## IMPORTANT EVENTS

### March 31-April 2 Alcohol-Free Weekend

Contact: The National  
Council on Alcoholism and  
Drug Dependence, Inc.  
212-206-6770

### April 3-9 National Public Health Week

Contact: Carol Zimmerman  
National Public Health Week  
Steering Committee, 202-  
777-2742

### April 9-15 National Volunteer Week

Contact: Marissa Boyd  
Points of Light Foundation  
202-729-8209

### April 9-15 National 4-H Conference, Chevy Chase, MD

Contact: Dr. Virginia Cooper  
National 4-H Program  
Leader, 202-720-2294

### April 14-15 National Youth Service Day

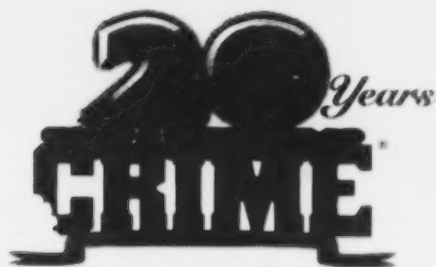
Contact: Oscar Wende-Wong  
Youth Service America, 202-  
296-2962 ext. 34

### National Child Abuse Prevention Month

Contact: Kenda Eisenga, Prevent Child Abuse America, 312-663-3520

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
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## Graffiti Removal Policies

**T**he presence of graffiti in a neighborhood can increase residents' fears about their safety and even reduce property values. Its presence can also signify to criminals that residents, businesses, and other property owners don't care about their neighborhood.

Graffiti removal policies and tips seek to reduce or control this vandalism. The first step is to establish a zero-tolerance policy for graffiti. Locations where graffiti is found are identified and the responsibility for removing it is determined. Property owners should be advised of methods for removing graffiti and how to deal with the surfaces where it is found. Graffiti-removal services may be offered for individuals or organizations unable to remove graffiti on their own. Participants in creating removal policies should include property owners victimized by graffiti: schools, government, businesses, recreation facilities, public transportation, utilities, public works, and shopping malls, among others. The police, a local crime prevention organization, a youth group, or other civic or business organizations can identify and help remove graffiti. Getting property owners to expend the time and effort to remove graffiti may be difficult. Physical removal may not be easy. It may take three, four, or more attempts to remove it, but persistence usually pays off.

A St. Petersburg, FL, ordinance that requires businesses to remove graffiti has resulted in 85 percent of reported graffiti being removed within forty-eight hours. The Community Crime Prevention/SAFE Program in Minneapolis

developed a program to assist property owners plagued by graffiti. They distributed brochures on how to remove graffiti, and the police department provides free graffiti remover to residents and businesses. Contact: Department of Neighborhood Services, Room 310, City Hall, 350 South 5th Street, Minneapolis, MN 55415-1388, 612-673-5701.

### Resources

See [www.ncpc.org/10yth6dc.htm](http://www.ncpc.org/10yth6dc.htm)

### ***350 Tested Strategies To Prevent Crime: A Resource for Municipal Agencies and Community Groups***

See page 78 for ordering information.

### **For more information on graffiti prevention:**

#### **Keep America Beautiful, Inc.**

1010 Washington Boulevard

Stanford, CT 06901

203-325-9199

[www.kab.org](http://www.kab.org)

## CELEBRATING MCGRUFF'S 20TH

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Neighborhood Watch groups, civic associations, employee groups, runners clubs, youth groups, or any other groups can join together to paint over graffiti, clean up along a road, or fix a neighborhood playground. Be sure to contact your local law enforcement agency if you decide to paint over graffiti so it can be photographed for tracking and evidence if necessary. Ask local merchants to donate supplies. And remember to celebrate your success—order pizza, have a barbeque, or hold a pot-luck dinner when you're done.

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# May 2000

## IMPORTANT EVENTS

### May 1-7

#### National SAFE KIDS Week

Contact: Susan Kirnich  
National SAFE KIDS  
Campaign  
202-662-0600

#### National Correctional Officers' Week

Contact: American  
Correctional Association  
800-222-5646

### May 8-15

#### National Police Week

Contact: National Law  
Enforcement Memorial  
Fund, 202-737-3400

### May 17-20

#### National Boys & Girls Clubs of America Conference, New Orleans, LA

Contact: Boys & Girls  
Clubs of America  
404-815-5700

SUNDAY

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TUESDAY

WEDNESDAY

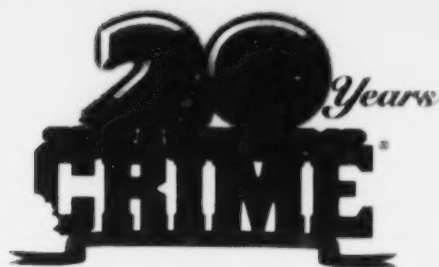
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| 21 | 22           | 23 | 24 | 25                                                                                                            | 26 | 27 |
| 28 | Memorial Day | 30 | 31 | <b>National Teen Pregnancy Prevention Month</b><br>Contact: Susan Pagliaro, Advocates for Youth, 202-347-5700 |    |    |
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## Securing Hotels/Motels for Travelers

**M**ost states have laws requiring hotels and motels to protect the safety of their patrons. Safety can be achieved by establishing security standards for the operation of the hotel or motel. Standards typically address door and window locks, peepholes, safes for valuables, lighting, and access to lodgers. Standards have also been established by hotel/motel associations and by travel groups that rate hotels and motels. Determine which hotels and motels in the locality have established security standards. If local hotels and motels are not meeting company safety standards, they should be notified in writing. If corrections are not made, the appropriate rating organization can be contacted. Many organizations restrict their lodging needs to hotels and motels that meet recognized security standards.

Police departments, crime prevention groups, travel organizations, and businesses should work with hotels and motels to encourage the broadest support of the security standards.

An example of a security standard is Super 8 Motel's mandate that a motel replace a door lock if a key is missing and redo the whole motel lock system if a master key disappears. The Central Florida Hotel and Motel Association

developed 19 recommended security and safety standards for its members in response to perceptions about hotel safety in southern Florida. Contact: Central Florida Hotel and Motel Association, 7208 Sand Lake Road, #205, Orlando, FL 32819, 407-352-0114.

### Resources

See [www.ncpc.org/1pro3dc.htm](http://www.ncpc.org/1pro3dc.htm)

### *Hotel Protection Management: The Innkeeper's Guide to Guest Protection and Reasonable Care*

Order Item No. 1184

Available for \$48.00 (\$44.00 for members) from the American Society for Industrial Security, 703-519-6200.

### **For more information on travel safety: American Automobile Association**

1000 AAA Drive

Heathrow, FL 32746

407-444-7000

[www.aaa.com](http://www.aaa.com)

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### CELEBRATING MCGRUFF'S 20TH

Airports, airlines, port authorities, train stations, hotels and motels, chambers of commerce, and other industries connected to travel and tourism can help prevent crime. They can partner with local schools to hold a poster contest on travel safety. The winning entry can be reproduced and hung throughout these establishments.

# IMPORTANT EVENTS

**June 9**

**Public Safety Day**

Contact: Janet Muston,  
Community Programs  
Division: World Police  
and Fire Games, 317-  
327-2001

**June 18-21**

**National Sheriffs'  
Association Annual  
Conference, Kansas  
City, MO**

Contact: National  
Sheriffs' Association  
703-836-7827

**June 21-26**

**National Peer  
Helpers Association  
Conference,  
Massachusetts  
Institute of  
Technology,  
Boston, MA**

Contact: National Peer  
Helpers Association  
252-522-3959

SUNDAY

MONDAY

TUESDAY

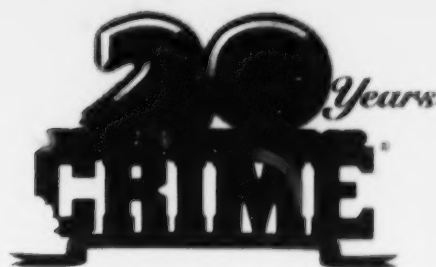
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## **“Acceptable Internet Use” Policies**

**I**nstitute an “acceptable Internet use” policy at local schools and public libraries to protect kids online. An acceptable use policy states guidelines for using the Internet and lets both kids and adults know what standards of behavior are expected of them.

School personnel, public librarians, school boards, and parent-teacher associations work to set written guidelines that include a list of acceptable and unacceptable activities or resources, information on “netiquette” (etiquette on the Internet), consequences for violations, and a place for children to sign.

Students, parents, public library patrons, and librarians should be consulted in finalizing the policy. The State Department of Education may have a sample policy that can be adapted. Examples of successful policies can also be found on the Internet (search for “acceptable use policy”). Once a policy is in place, librarians and teachers can control access to computers and make sure patrons understand their rights and responsibilities.

Patrons of the Prince William County Public Library System in Virginia find a public Internet use policy posted at each Internet access terminal. The library system maintains an indexed menu of useful Web sites where every Internet user on the system begins. Visitors to the children’s section of the library may visit only the pre-selected menu of children’s sites. Users in the adult section may

travel to areas outside of the list. Doing so brings up an “Internet Traveler’s Advisory” on the computer screen reminding patrons of their rights and responsibilities as library system Internet users. They can proceed by choosing “I Agree” or turning back. Internet access has become a popular information service at the libraries, and librarians report success with the system in its first year of operation. Contact: Prince William Public Library System, 13083 Chinn Park Drive, Prince William, VA 22192-5073, 703-792-4800.

### **Resources**

See [www.ncpc.org/netsafe.htm](http://www.ncpc.org/netsafe.htm)

### **Parents Guide to the Internet, U.S. Department of Education**

Available online at [www.ed.gov/pubs/parents/internet.html](http://www.ed.gov/pubs/parents/internet.html) or by calling 800-872-5327.

### **For more information on acceptable use policies:**

#### **American Library Association**

50 East Huron Street

Chicago, IL 60611

312-280-5044

[www.ala.org](http://www.ala.org)

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### **CELEBRATING MCGRUFF'S 20TH**

Got a Web site? Celebrate 20 years of taking a bite out of crime with McGruff by linking to the Crime Dog’s prevention info with our official anniversary link button. Visit [www.weprevent.org](http://www.weprevent.org) to find out how.

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# IMPORTANT EVENTS

**July 23**

**National  
Parents' Day**

Contact Shirley  
Wright, Parenting  
Coalition  
International, Inc.,  
202-530-0849

SUNDAY

MONDAY

TUESDAY

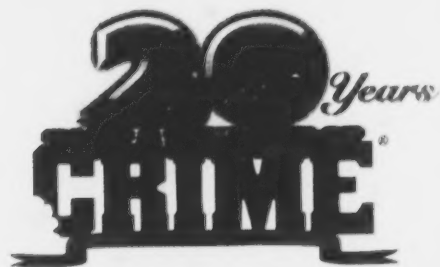
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## Neighborhood Watch—Creating Crime-Free, Caring Neighborhoods

**E**very day, neighborhoods across the United States confront thousands of property and violent crimes and threats of crime. Perhaps the most popular and proven community crime prevention strategy, Neighborhood Watch calls for residents in a designated area to become trained to notice and report criminal or suspicious behavior near their homes, conduct security surveys, and help residents engrave ID numbers on their property. The purpose of Neighborhood Watch is dual—to learn how to protect oneself and family, and to learn how to work together to prevent crime.

Local law enforcement officials and residents form the crucial partnership in this strategy. Local law enforcement agencies provide training in crime reporting, alert the groups to potential crime threats, provide statistics and data on crime trends, advise leadership on how to recruit members, and help design publicity campaigns and communication networks within the neighborhood and with watch groups throughout the jurisdiction. Other typical components include home security surveys, identification programs to mark valuable personal property, citizen patrols, and signs alerting law-abiding residents and possible offenders of the boundaries of the watch community. Local media aid watch groups by publicizing recruitment drives and successes in crime prevention through citizen involvement.

The most successful Neighborhood Watch groups go beyond just being the “eyes and ears” for the police. They sponsor community clean-ups, collect clothing and

toys for homeless people, organize after-school activities for young people, help victims of crime, and form task forces that influence policymakers.

Neighborhood Watch groups in Sangamon County, IL, helped reduce burglary by nearly 50 percent. Crime rates in Fort Worth, TX, plunged over 20 percent in the first year of heavy participation in the Citizens on Patrol Program. The nationally recognized program represents a cornerstone of the city's community policing program. Contact: Citizens on Patrol, Fort Worth Police Department, 350 West Belknap Street, Fort Worth, TX 76102, 817-877-8385.

### Resources

See [www.ncpc.org/neigh.htm](http://www.ncpc.org/neigh.htm)

### Maintaining Neighborhood Watch Programs

See page 78 for ordering information.

### For more information on Neighborhood Watch: National Sheriffs' Association

1450 Duke Street  
Alexandria, VA 22314  
703-836-7827  
[www.sheriffs.org](http://www.sheriffs.org)

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### CELEBRATING MCGRUFF'S 20TH

For over a decade, the National Association of Town Watch **has** promoted the Neighborhood Watch concept, encouraged community groups throughout the United States to pool resources in **crime prevention efforts**, shared crime prevention information with thousands of local organizations, and coordinated National Night Out, an annual August event where communities demonstrate their desire for peaceful neighborhoods through parties, cookouts, and crime prevention fairs. Organize a National Night Out celebration in your community, and arrange for McGruff to attend.

# 3

## IMPORTANT EVENTS

**August 1**

**National Night Out**

Contact: Matt Peskin,  
National Association  
of Town Watch  
800-NITE-OUT

SUNDAY

MONDAY

TUESDAY

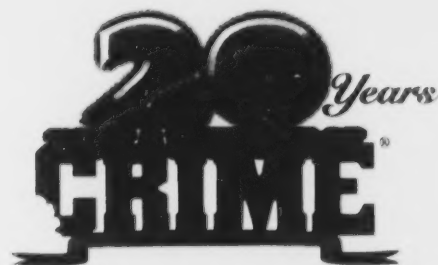
WEDNESDAY

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## Violence Prevention Curricula for Students

**V**iolence by and against students is a widespread reality. Violence prevention curricula can help youth understand appropriate behavior and control impulses and anger.

To be effective, materials and methods must be age-appropriate, convey problem-solving and communication skills, and teach ways to resolve conflict and handle anger and stress. Effective materials and methods include written lessons and exercises, videos, role plays, and discussion groups. Bringing violence prevention into the classroom reinforces the value of nonviolence for all students and establishes the teacher as a resource for youth who have questions about resolving conflicts.

Many schools systems have successfully relied on counselors, nurses, or other specialists to supplement teachers' efforts to teach nonviolence. The participation of these other professionals gives students a sense of a supportive network of adults available to help them resolve problems in a nonviolent way.

Violence prevention curricula are one approach toward preventing school violence. Successful efforts will also include instituting policies and forming partnerships with law enforcement, parents, teachers, and other community members.

Teens, Crime, and the Community (TCC), a nationwide effort implemented at the local level, reduces the incidence of teen victimization by crime and engages teens as crime prevention resources in their schools and communities. The

program has two major components—the education component that features a curriculum and the action component that involves teens in service projects. Evaluations of the program have shown that teens involved in TCC reduce their own delinquency and their association with delinquent peers, increase their belief in ethical rules and need for laws, and demonstrate greater school and community bonding. Contact: Teens, Crime, and the Community, c/o National Crime Prevention Council, 1700 K Street, NW, Second Floor, Washington, DC 20006, 202-261-4152 or 4161.

### Resources

See [www.ncpc.org/2schvio.htm](http://www.ncpc.org/2schvio.htm) or [www.nationaltcc.org](http://www.nationaltcc.org)

### Helping Kids Handle Conflict

***Safer Schools: Strategies for Educators and Law Enforcement Seeking To Prevent Violence Within Schools***

See page 78 for ordering information.

### For more information on school safety:

**National School Safety Center**

141 Duesenberg Drive, Suite 11

Westlake Village, CA 91362

805-373-9977

[www.nsscl.org](http://www.nsscl.org)

### CELEBRATING MCGRUFF'S 20TH

Law enforcement, school principals, and parents can work together to firmly enforce zero-tolerance policies toward weapons, alcohol, and other illegal drugs, as well as bans on tobacco use, if they are in place. Enforce local laws as well as school policies. Provide alternatives to suspensions where possible and appropriate.

# September 2000

## IMPORTANT EVENTS

**September  
28-30**

**National  
Conference on  
Preventing Crime,  
Washington, DC**

Contact: National  
Crime Prevention  
Council, National  
Conference  
Information Line,  
202-261-4165

SUNDAY

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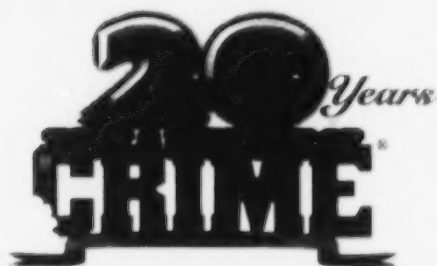
SATURDAY

**National Alcohol and Drug Abuse Recovery Month**

Contact: Office of Communications, Center for Substance Abuse Treatment, 301-443-5052

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## Teaching Teens To Prevent Dating Violence

**I**n dating situations, youth test their concepts of masculinity, femininity, respect, mutuality, and communication. Healthy dating relationships reinforce clear communication, trust, and nonviolent ways of settling conflicts. Unfortunately, too many young women find themselves in relationships where violence, sexual and otherwise, is the rule. Recent research indicates that more than half of rape victims were under age 18 when first attacked.

Programs that help teens of both sexes prevent dating violence address relationship issues through a curriculum that teaches teens how to recognize signs of abusive behavior, get help, or help a friend in need, as well as school-based support groups for victims, intervention and counseling groups for offenders, and training for school and health care personnel so that they recognize signs of dating violence.

Teen dating violence prevention programs need to teach young men and women not to accept violence even in their earliest relationships. The Dating Violence Intervention Project in Boston, MA, offers a variety of programs including awareness weeks; theater performances dramatizing violence, gender stereotypes, and respect; courses led by former victims and abusers that help teens identify abusive behaviors, engage in respectful communication, and manage conflict; weekly counseling for males who threaten or abuse female peers; a 24-hour hotline; a course exploring the causes of dating violence; and training for youth and school staff to become prevention advocates. Contact: Dating Violence Intervention Project, PO Box 390672, Harvard Square Station, Cambridge, MA 02139, 617-354-2676.

### Resources

See [www.ncpc.org/women.htm](http://www.ncpc.org/women.htm)

#### ***Preventing Violence Against Women: Not Just a Women's Issue***

See page 78 for ordering information.

#### **For more information on preventing violence against women:**

##### **Family Violence Prevention Fund**

383 Rhode Island Street, Suite 304  
San Francisco, CA 94103-5133  
415-252-8900  
[www.fvpf.org](http://www.fvpf.org)

##### **Violence Against Women Office**

Office of Justice Programs  
810 Seventh Street, NW  
Washington, DC 20531  
202-616-8894  
[www.usdoj.gov/vawo/](http://www.usdoj.gov/vawo/)

# October 2000

## IMPORTANT EVENTS

### October 15-21

#### America's Safe Schools Week

Contact: Karen Whitney, National School Safety Center, 805-373-9977

### October 28

#### Make a Difference Day

Contact: LaShaun Hargrove, The Points of Light Foundation, 202-729-8199

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY                                                                                                                                                                                                                     | THURSDAY     | FRIDAY | SATURDAY |
|--------|--------|---------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------|----------|
| 1      | 2      | 3       | 4                                                                                                                                                                                                                             | 5            | 6      | 7        |
| 8      | 9      | 10      | 11                                                                                                                                                                                                                            | Columbus Day | 13     | 14       |
| 15     | 16     | 17      | 18                                                                                                                                                                                                                            | 19           | 20     | 21       |
| 22     | 23     | 24      | 25                                                                                                                                                                                                                            | 26           | 27     | 28       |
| 29     | 30     | 31      | <b>Crime Prevention Month</b><br>Contact: National Crime Prevention Council, 202-466-6272<br><b>Domestic Violence Awareness Month</b><br>Contact: Cindy Newcomer, National Resource Center on Domestic Violence, 800-537-2238 |              |        |          |

BEST COPY AVAILABLE



## **Reproducible Art and Brochures**

### **How You Can Use Camera-Ready Materials in Your Community**

**T**he back section of this calendar contains a selection of perforated camera-ready crime, drug, and violence prevention materials to help you celebrate Crime Prevention Month. These materials are designed to be printed, photocopied, or offset—that's why they're printed in high-resolution black type on coated paper. Most have space for sponsors, local phone numbers, and addresses.

Although these materials are copyrighted to protect their integrity, you can produce as many copies as you like for free distribution so long as you do not change the text without written approval from the National Crime Prevention Council. Some printers will need to see written proof that you have permission to print or copy these materials before they will proceed with the job—this page serves as that permission.

If you wish to change the text or have any questions about using McGruff or Scruff, contact the Quality Review Committee at NCPC, 1700 K Street, NW, Second Floor, Washington, DC 20006-3817. To obtain a useful reference, call the NCPC Fulfillment Center at 800-627-2911 for a free copy of *Guidelines for McGruff and Related Marks*.

Here are some suggestions for using these camera-ready materials:

- Use the 20th anniversary reproducible artwork to make t-shirt designs, bumper stickers, pins, and fliers.
- Hand out brochures at civic meetings and school assemblies. Ask libraries, recreation centers, medical offices, and local businesses to display and distribute. Ask social service agencies to display brochures in their waiting areas. Enlist members of your Neighborhood Watch group to hand them out to other residents.
- Organize a Crime Prevention Month parade and have McGruff distribute materials to the crowd. Set up a crime prevention booth at a local mall. Hold a crime prevention fair during October.
- Look for a match between an issue and an organization. An Internet service provider may agree to send out the Internet Safety brochure in one of its monthly billings. A PTA or PTO may pass out Safer Schools at its monthly meeting. A local home security business may distribute the Home Security Checklist with every new alarm system it sells.

# McGruff: 20 Years in 2000

**B**y the end of the 1970s, popular opinion held that nothing could be done about crime by individuals. It simply existed. Fortunately, a group of individuals with diverse backgrounds—from government policymakers and law enforcement officials to businessmen and labor leaders—believed that anyone and everyone had the ability to do something to prevent crime. When these visionaries got together, the McGruff campaign was born.

Thanks to the efforts of then-FBI Director Clarence Kelly, his assistant, John Coleman, and Leo Perlis, an AFL-CIO executive and a member of The Advertising Council's public policy committee, a proposal for a crime prevention public service announcement made its way to the federal Law Enforcement Assistance Administration (LEAA). LEAA approved funding for the campaign in October 1978. The campaign was turned over to The Advertising Council, who entrusted the creation of a mascot and slogan to the design and marketing talents of Dancer Fitzgerald (now Saatchi & Saatchi).

In February 1980, the then-unnamed crime dog in a rumpled trenchcoat made his television and print media debut. The ads began, "You don't know me...yet. But you will." By July, the winner of a nationwide "Name the Crime Prevention Dog" contest was announced: McGruff, the name proposed by John Isbell, a community crime prevention officer from the New Orleans Police Department, was selected from over 3,000 entries. 1980 also saw the birth of the Crime Prevention Coalition of America. The Coalition was originally assembled from organizations gathered to help develop the educational messages for the McGruff Campaign (officially known as the National Citizens' Crime Prevention Campaign). Today, over 120 member organizations help provide guidance on key aspects of the campaign and serve as important distribution channels for a variety of crime prevention materials.

In 1993, Vidal, Reynardus & Moya Advertising created another award-winning campaign that urges Spanish-speaking communities to take action against violence. That same year, McGruff introduced his nephew, Scruff, with messages for children about making good decisions in potentially dangerous situations.

In 1983, the U.S. Department of Justice released a study of the then-new National Citizens' Crime Prevention Campaign. The campaign was already widely known, thanks to the media, and more than half of all Americans already recognized McGruff the Crime Dog and his messages.

A second study in 1993 documented that citizens had not only high recall (four out of five knew of McGruff's PSAs) but paid a high level of attention to the messages (86 percent reported high attention). Nine out of ten liked them; nearly one third said they learned from them. Fifty-four percent became more concerned about crime because of the PSAs; 47 percent felt more personally responsible for preventing crime. Impressively, the ads were also deemed cost-effective. Based on numbers of people who learned something, the ads generated this learning at a cost of 2.2 cents per person. Based on the number taking specific actions, the cost per person was 2.6 cents. Equally important, both crime prevention practitioners and media decisionmakers emphatically saw the PSAs as high-quality, effective, and influential.



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## McGruff Can Live Up Any Crime Prevention Month Event

Follow these simple steps to arrange for a visit by McGruff to your crime prevention-related event.

Call the crime prevention officer at your local law enforcement agency. Ask if the agency has a costume or knows of another nearby agency that does. Explain the purpose, date, time, and location of your event.

## Does the Agency Have a McGruff Costume?

Yes—Give the crime prevention officer plenty of advance notice—McGruff appearances revolve around the officer's schedule and a conflict may prevent McGruff from appearing at your event.

No—Contact Robotronics, 801-489-4466 or 800-762-6876, or Signs and Shapes, 402-331-3181, with the zip code of the location of your crime prevention event. They can tell you the nearest law enforcement agency with the costume.

## Fundraising for a McGruff Costume

Only law enforcement are eligible to own a McGruff costume. Here are some fundraising ideas to help your department raise money for a McGruff costume. You'll need \$800 to cover the cost of the costume and shipping and handling.

- Pancake breakfast
- Potluck dinners
- Baked goods/doughnut/candy sales
- Barbeque/fish fry/other dinners
- Flea markets/bazaars
- Newspaper drives/magazine subscription sales
- Volunteer/celebrity auctions
- A-thons (walk, bike, bowl, skate, etc.)
- Bingo night
- Car washes
- Talent shows (student, faculty, celebrity, etc.)
- Purchase/sponsorship by a local business

**Use your imagination to think of others.**

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## **Sample Press Release**

### **FOR IMMEDIATE RELEASE**

Date \_\_\_\_\_

### **FOR FURTHER INFORMATION**

Name, Phone Number \_\_\_\_\_

## **October Marks Crime Prevention Month** *Build on Past Successes for a Crime-Free Future*

(Governor/Mayor/Council President) \_\_\_\_\_ today proclaimed October as Crime Prevention Month 1999 and challenged the entire community to get involved in building safer communities for the 21st century. (He/she) also paid tribute to the individuals who have taken personal responsibility for their neighborhoods and community organizations that work for the common good.

Crime Prevention Month 1999 reflects the strong belief that time, money, and other resources spent on prevention yield tremendous benefits in reducing crime and making communities stronger, safer, and better places to live, work, and play. This marks the seventh consecutive year that crime has fallen in the United States. In fact, according to one measure, both violent and property crime are at their lowest levels since 1973. Although this is cause to celebrate, we must not rest on our laurels. We must build on our successes and continue to forge new partnerships to reduce crime even more as we move into the new millennium.

The worst reaction we can have to crime, violence, or drugs is to recoil in fear and retreat into isolation. Our experience in (town or state), like that of other communities across the country, has proved that grassroots, collaborative action works to keep crime down. (Give examples.)

During Crime Prevention Month, government agencies, civic groups, schools, businesses, and youth organizations in (town or state) will showcase their accomplishments, reach out to educate and empower the public through educational campaigns, and explore new partnerships that build stronger communities where crime cannot survive. Events will include: (list event, date, time, and place).

The National Crime Prevention Council, the nation's focal point for stopping crime, in 1984 designated October as Crime Prevention Month. The month-long celebration recognizes successful crime prevention efforts on the local, state, and national levels to generate interest and enthusiasm for prevention efforts to continue to grow even stronger and become more widespread.



## Sample Proclamation

An official proclamation places the power of state and local government behind crime prevention. Both as symbol and substance, the proclamation ceremony presents an excellent opportunity for a media event.

- Ask a top official (e.g., governor, mayor, city manager, council president) who has championed prevention as an important investment for current and future crime control to issue the proclamation.
- Schedule a press conference or photo opportunity for the last week in September to proclaim October as Crime Prevention Month. Arrange for an appearance by McGruff the Crime Dog.
- Contact the news media and emphasize their responsibility to report the good news about crime prevention as well as the bad news about violence. Share information about effective crime prevention practices. Work with the media on ways to honor people and programs that have made outstanding contributions to community safety.
- Use this sample proclamation as a model, but adapt it to reflect state or community concerns.

## *A Proclamation for Crime Prevention Month*

1999

*Whereas*, the vitality of our (city/county/state) depends on how safe we keep our homes, neighborhoods, schools, workplaces, and communities;

*Whereas*, crime and fear of crime destroy our trust in others and in institutions, threatening the community's health, prosperity, and quality of life;

*Whereas*, people of all ages must be made aware of what they can do to prevent themselves, their families, neighbors, and co-workers from being harmed by drugs, violence, and other crime;

*Whereas*, the personal injury, financial loss, and community deterioration resulting from crime are intolerable and require investment from the whole community;

*Whereas*, crime prevention initiatives must include self-protection and security, but they must go beyond these to promote collaborative efforts to make neighborhoods safer for all ages and to develop positive educational and recreational opportunities for young people;

*Whereas*, adults must invest time, resources, and policy support in effective prevention and intervention strategies for youth, and teens must be engaged in driving crime from their communities;

*Whereas*, effective crime prevention programs excel because of partnerships among law enforcement, other government agencies, civic groups, schools, faith communities, businesses, and individuals as they help to nurture communal responsibility and instill pride;

*Now*, therefore, I (name of leader), (title), do hereby proclaim October 1999 as Crime Prevention Month in (name of area) and urge all citizens, government agencies, public and private institutions, and businesses to invest in the power of prevention and work together for the common good.



## Publicizing Your Crime Prevention Month Event

### Working With the Media

1) Visit your local newspaper, radio station, and television station before sending out news releases or asking for coverage of Crime Prevention Month events—as much as three or four months early.

- Make an appointment. Talk to the television and radio stations' producers in charge of public or community affairs and their news director. See the newspaper's city editor or features editor. In smaller communities, meet with managing editors or publishers.
- Be brief. Leave one-page fact sheets about key prevention programs, along with your business card.
- Ask about deadlines, the slowest news days, what stories might be of interest to various departments, and who to call in each department.
- Find out procedures for alerting the media to after-hours and weekend stories.

2) As early as possible, give the media a schedule of events you plan for October. As new activities are added, send a revised schedule. This "Crime Prevention Month Alert!" should briefly describe the event, when and where it will take place, who will take part, and the audience.

3) Provide story ideas—good human interest stories a reporter could follow up on. For example:

- Teens who write and perform drug abuse prevention raps or plays for younger children.
- Effective conflict management programs in schools that had once been plagued by violence.
- How a Neighborhood Watch group or citizen patrol drove drug dealers from its streets and made them safe again for children and adults.

4) Suggest a special program: a radio or cable television talk show to debut in October that focuses on crime, drugs, and violence in the community and how they affect children; a video spotlighting the community's local heroes—people who have helped make children's and teens' lives safer and better or a weekly crime prevention column in the newspaper.

### News Release

The news release presents your organization and its activities to the media editors and gives them a contact person for additional information. It should be clear, concise, and attention-getting.

Remember the five W's—who, what, when, where, and why. They should be immediately clear to any reader.

- Keep the release to one page, if possible, and never more than three pages.
- Write your release on a word processor. Use spell-check.
- Have someone who has never seen the release (or who is trained in proofreading) proofread it before releasing the news to the community.
- Use the standard format demonstrated in the Sample News Release in this calendar.
- Make high-quality photocopies. If you know people with desktop publishing skills, enlist their help.
- Send releases to newspapers, television, and radio stations at least one week before each event during Crime Prevention Month. Follow up with a phone call a day or two before the event.
- After the story appears, thank the newspaper with a letter to the editor.

See page 78 for ordering information for *Ink and Airtime: Working Effectively With the Media*.

# Giving Good Interviews

**T**he potential supporters of your program sit on sofas in front of televisions, stare at computer monitors while they surf the Internet, listen to radios on their way across town, and read the morning paper during breakfast. You can turn them into enthusiastic volunteers, activists, and philanthropists if you believe in what you're doing and utilize the media effectively.

In 1998, the Aarsalyn Foundation held a Media Training Conference in Chicago, which provided attendees with techniques to use when being interviewed. If you make the most of them, interviews can give you the opportunity to motivate people to join your cause. Here's a brief summary of suggestions gleaned from that conference.

**Know exactly what you are getting into.** Before agreeing to an interview, ask questions. Find out what the interviewer's purpose is, how you fit in, who else will be present, how long the interview will last, who their audience is, etc. Anyone with good intentions will have no problem providing you with that information. It is also okay to request a list of the questions you will be asked. Feel free to clarify what issues you will not discuss and why. Avoid being surprised.

**Tailor your message to suit your audience.** Know your audience. What about your work would interest them? What are they capable of contributing? What are the next steps they need to take? If you can craft compelling answers to these questions, then your message will educate and inspire them. Always be aware of time and space constraints when determining the critical points of your message. Make your message direct, concise, and memorable so that your audience will have a clear understanding of your mission and how they can be involved.

**Plan your answer strategy.** Know what you want to say and stick to your message. Once you have created your message, do not get distracted. If questions begin to lean into areas that do not reinforce your message, then assertively refocus the discussion with phrases that identify side-issues and lead back to your message. For example, say to the interviewer, "Let's not stray from the true issue, which is [restate and emphasize your message]..." Do not feel obligated to answer every question. You engage in interviews to spread your message, and you should diplomatically let nothing stand in the way of that goal.

**Personal experience is powerful.** Whenever possible, include spokespersons who have firsthand experience with your program. Get the deliverers and recipients of your services to tell their stories; help them stay focused in their remarks, but allow them to be natural. These people embody the reasons why your work is needed and effective. Share the word with the world.

**Mind your Ps and Qs.** Good manners will enhance your ability to communicate because your audience links your likability to your message. In short, if they find you agreeable, then they are likely to be receptive to what you say. So stay cool, calm, and collected—no matter what. After the interview, thank the interviewer; you may even want to send a note expressing your gratitude.

For more information on the Aarsalyn Foundation, visit its Web site at [www.aarsalyn.org](http://www.aarsalyn.org), or contact PO Box 1796, Glendora, CA 91740; phone 626-914-5405; fax 626-852-0776.

This article was reprinted with permission from the Center for Youth as Resources. The article originally appeared in the Fall 1998 issue of *Outlook The Youth as Resources Newsletter* and was authored by Rasheed Newson.





## Asking for Stuff

**W**hen solicited for money and before analyzing the merits of a proposal, potential benefactors make a number of decisions. Questions that run through their minds include, "Can I afford the amount requested?", "Do I want to give away that amount?", and "Is the amount requested in line with the scope of the work?" The primary focus of each of these questions is money. The purpose, goal, or task if considered at all, becomes a secondary issue, and a "no" response to just one of these questions usually ends the discussion. So stop thinking about the money; instead, think about what kinds of "stuff" your organization needs. Asking individuals or corporations for stuff is far easier than asking for funding.

### **Gaining Access: Uncovering Essential Individuals and Organizations**

Find and contact people who have a vested interest in your organization. Local newspapers almost always carry community interest sections replete with organization names, contacts and phone numbers, and upcoming meeting dates, times, and locations. Once you've established a list of potential benefactors, call to inquire about their guest speaker policy, and volunteer to speak about your organization's cause and needs at an upcoming meeting. Focus your thinking on what you need or what you want to accomplish before speaking, and be prepared to answer questions.

### **Donations: Equipment, Space, and Supplies**

Though they may not be aware of it, virtually every individual, corporation, and public and private group has excess capacities—things such as space, equipment, supplies, and idle time. Short-term needs can often be met by "borrowing" facilities or equipment rather than renting it or making outright purchases. Even when there are long-term needs, a community organization may be willing to purchase and maintain ownership of property or equipment while making it available for your use.

Have you ever driven past a home and seen items sitting at the curb awaiting garbage pickup and said to yourself, "Look at all that great stuff!" The same principle can be applied to corporations. Unless you tell them, they won't know that the furniture or equipment they consider obsolete suits your needs just fine.

If you need meeting space but the rental fee isn't in your budget, call your local library, business, church, or community college. Both institutions routinely make their facilities available to community groups for training sessions and seminars, and even assist with advertising and registration. They provide audio visual aids, have adequate parking and bathrooms, and are equipped with just about everything needed to host a successful event. Usually, these benefits are provided at no charge.

### **In-Kind Services**

Other untapped resources are high schools and colleges. An increasing number of learning institutions are making community service a requirement for graduation. Schools often scramble to find opportunities for young people. It's an excellent way for your organization to help students gain experience while you gain extra personnel.

### **Research and Training Costs**

Major organizations conduct mandatory training. Fire departments, utility companies, police departments, airports, hospitals, and the Army Reserve all conduct large scale, multi-agency drills. There is no finer training available in crisis management, communications, prioritization, systems and procedures, or team work than drills. Let these agencies know you want to participate or observe.

Additional resource: *Barter, Bargain, and Borrow*. See page 78 for ordering information.

# Planning a Crime Prevention Event?

## Use This Checklist

**G**ood planning is essential to an event's success. This comprehensive checklist can be adapted to any type of event—a crime prevention fair, a Neighborhood Watch meeting, or a bicycle rodeo. How far in advance you need to start working depends on the project's complexity. Even though committees will do most of the work, there should be a chairperson who oversees the entire process. Don't forget that local businesses can possibly donate or lend a majority of the items you will need. Good luck!

### 20 to 16 Weeks Ahead

- Decide who is going to oversee (chair) the event.
- Recruit core volunteer working group.
- Invite law enforcement, fire, and rescue personnel to help with safety and security.
- Bring everyone together and decide the following:
  - What do you want to happen at your event?
  - When do you want to have your event? Are there any other events that will conflict? Do you have a rain date?
  - What are key event components, and what resources are needed for each?
  - Where are you going to hold your event? Consider seating, parking, accessibility for people with disabilities, and access to public transportation.
  - How long is your event going to last? Given needed resources, how much money do you need? How can you get things donated?
  - Whom do you want to attend? How many people can you accommodate?
  - Are you going to need any permits?
  - Who is going to be on what committee? Committees usually include such groups as Awards and Prizes, Entertainment and Publicity, Exhibits and Information, Food and Decorations, and Invitations and Hospitality.
  - Establish membership and appoint chairs with the time, energy, and commitment to do the work.

### 16 to 12 Weeks Ahead

- The Exhibits and Information Committee should send out letters of invitation to groups they would like to have as exhibitors. Include the purpose, date, time, place, how it's going to benefit the exhibitors, and sign-up requirements. Indicate whether electricity and tables will be provided.

### 12 to 8 Weeks Ahead

#### Committee Checklists

##### *Chair and/or Honorary Co-Chair*

- Recruit an honorary chair to help publicize and draw people to your event. Local celebrities or TV and radio station personalities are good choices.
- Meet with committee heads regularly, offer help when needed, and monitor progress with tasks.
- Identify potential partners and local celebrities with help from the honorary chair.

##### *Invitations and Hospitality*

- Decide whether you are going to use fliers, signs, or other notices, work with the Publicity Committee.
- Post fliers 4 to 6 weeks before the event.
- Invite local celebrities.
- Estimate how many people will be attending and tell the Food Committee.
- Ensure you have adequate parking, handicapped access, restrooms, and a secure place for coats (don't forget hangers).
- Have on hand a first aid kit, fire extinguisher, a cellular phone (or access to a phone), and emergency phone numbers.
- Make name tags and site maps for all workers and exhibitors.
- Let the Decorations Committee know how many tables are needed for registration.
- Recruit volunteer greeters and runners for last-minute needs. Designate greeters to accompany celebrity guests.

##### *Awards and Prizes*

- Decide criteria for awards and recruit judges. Arrange for the Honorary Co-Chair or other community leader to present the awards.
- Ask businesses to donate awards and door prizes or select and order McGruff Licensed Products (see page 76 or contact the National Crime Prevention Council).



# Event Checklist

## 12 to 8 Weeks Ahead (continued)

### *Entertainment and Publicity*

- Draw up detailed draft plans for activities and entertainment. Arrange for stage, sound, and audio visual equipment as required.
- Reproduce educational "take one" brochures and bookmarks.
- Develop a media contacts list. Call radio and television stations and newspapers to introduce yourself and the event.
- Prepare a press release to send out one week before the event. Put together an information kit for the media that includes a press release, fliers, bookmarks, and brochures, list of sponsors, and participating celebrities.
- Recruit a volunteer photographer to take pictures at the event.
- Be available on the day of the event to meet and greet press representatives and answer questions.

### *Exhibits and Information Checklist*

- Follow up on invitations to exhibitors and verify who will come. Send confirmation letters.
- Estimate the total number of exhibitors and determine space/table requirements. Be sure to include a display for "take one" brochures and product give-aways! Let the Decorations Committee know how many tables and chairs you will need and work with them on a layout.
- Recruit volunteers to help exhibitors set up, load, and unload materials.

### *Food and Decorations*

- Decide what decorations you will have and where they go.
- Map where exhibits, food, entertainment, registration, etc. will be set up.
- Pay attention to the location of electrical outlets.
- Make promotional signs, directional signs, and posters.
- Decide if you are going to serve refreshments. If you don't want to provide refreshments, you could invite local restaurants to sell food. Make sure you at least provide water.
- Arrange for all required tables, chairs, napkins, cups, plates, and utensils for food, hospitality, exhibitors, and awards.
- Recruit volunteers for pre-event set-up and post-event clean-up.

## 1 Week Ahead

- Send press release out to radio, television, and print media. Call key press contacts to confirm coverage.
- Purchase non-perishable food and utensils, etc.
- Confirm all deliveries and pick ups.

## 1 Day Ahead

- Pick up orders and arrange deliveries as appropriate.
- Test audio visual and sound equipment.
- Set up tables and decorate if possible.
- Make sure that workers and attendees will be safe—check for hazards.
- Purchase all perishable food items and/or ensure that all food is prepared.
- Do a final review to make sure all checklist items are completed.

## The Big Day!

- Install or complete decorations.
- Set up tables, stage, and audio-visual equipment.
- Ensure that first aid kit, fire extinguishers, phone, and emergency phone numbers are readily accessible, but out of the way.
- Ensure that volunteer greeters, helpers, and runners are on site, briefed, and ready to go.
- Assemble all materials for activities.
- Relax and have a great event!
- Don't forget to thank all donors, workers, partners, and celebrities at the event.

## PROTECTING YOUR CHILD AGAINST SEXUAL ABUSE

- ✓ Let your child know that he or she can tell you anything, and that you'll be supportive.
- ✓ Teach your child that no one — not even a teacher or a close relative — has the right to touch him or her in a way that feels uncomfortable, and that it's okay to say no, get away, and tell a trusted adult.
- ✓ Don't force kids to kiss or hug or sit on a grown-up's lap if they don't want to. This gives them control and teaches them that they have the right to refuse.
- ✓ Always know where your child is and who he or she is with.
- ✓ Tell your child to stay away from strangers who hang around playgrounds, public restrooms, and schools.
- ✓ Be alert for changes in your child's behavior that could signal sexual abuse such as sudden secretiveness, withdrawal from activities, refusal to go to school, unexplained hostility toward a favorite babysitter or relative, or increased anxiety. Some physical signs of abuse include bedwetting, loss of appetite, venereal disease, nightmares, and complaints of pain or irritation around the genitals.
- ✓ If your child has been sexually abused, report it to the police or a child protection agency immediately.

*If your child is a victim of any crime, from stolen lunch money to sexual abuse, don't blame him or her. Listen and offer sympathy.*

## TAKE A STAND!

- ✓ Work with schools and recreation centers to offer study time, activities, tutoring, and recreation before and after school.
- ✓ Start a school callback program. When a student—elementary, middle or high school age—doesn't arrive as scheduled, volunteers at the school call the parents to make sure the absence is excused.
- ✓ Volunteer to help with a McGruff House\* or other block parent program. If you can't offer your home as a haven for children in emergencies, you can help in other ways—telephoning, fundraising, or public relations.

\* A McGruff House is a reliable source of help for children in emergency or frightening situations. Volunteers must meet specific standards, including a law enforcement records check. Programs are established locally as a partnership among law enforcement, schools, and community organizations. For information call 801-486-8768.



Crime Prevention Tips from  
National Crime Prevention Council  
1700 K Street, NW, Second Floor  
Washington, DC 20006-3817  
and



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## RAISING STREETWISE KIDS A Parent's Guide



## WOULD YOUR CHILD KNOW WHAT TO DO IF —

- ✓ He got lost at a shopping mall?
- ✓ A nice-looking, friendly stranger offered her a ride home after school?
- ✓ A friend dared him to drink some beer or smoke a joint?
- ✓ The babysitter or a neighbor wanted to play a secret game?

A great thing about kids is their natural trust in people, especially in adults. It's sometimes hard for parents to teach children to balance this trust with caution. But kids today need to know common-sense rules that can help keep them safe — and build the self-confidence they need to handle emergencies.

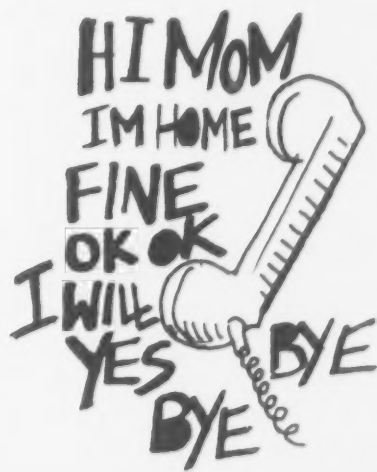
## START WITH THE BASICS

- ✓ Make sure your children know their full name, address (city and state), and phone number with area code.
- ✓ Be sure kids know to call 9-1-1 or "0" in emergencies and how to use a public phone. Practice making emergency calls with a make-believe phone.
- ✓ Tell them never to accept rides or gifts from someone they and you don't know well.
- ✓ Teach children to go to a store clerk, security guard, or police officer for help if lost in a mall or store or on the street.
- ✓ Set a good example with your own actions — lock doors and windows and see who's there before opening the door.

- ✓ Take time to listen carefully to your children's fears and feelings about people or places that scare them or make them feel uneasy. Tell them to trust their instincts.

## AT SCHOOL AND PLAY

- ✓ Encourage your children to walk and play with friends, not alone. Tell them to avoid places that could be dangerous — vacant buildings, alleys, playgrounds or parks with broken equipment and litter.



- ✓ Teach children to settle arguments with words, not fists, and to walk away when others are arguing. Remind them that taunting and teasing can hurt friends and make enemies.
- ✓ Make sure your children are taking the safest routes to and from school, stores, and friends' houses. Walk the routes together and point out places they could go for help.

- ✓ Encourage kids to be alert in the neighborhood, and tell an adult — you, a teacher, a neighbor, a police officer — about anything they see that doesn't seem quite right.
- ✓ Check out the school's policies on absent children — are parents called when a child is absent?
- ✓ Check out daycare and after-school programs — look at certifications, staff qualifications, rules on parent permission for field trips, reputation in the community, parent participation, and policies on parent visits.
- ✓ Check babysitter references.

## AT HOME ALONE

- ✓ Leave a phone number where you can be reached. Post it by the phone, along with numbers for a neighbor and emergencies — police and fire departments, paramedics, and the poison control center.
- ✓ Have your child check in with you or a neighbor when he or she gets home. Agree on rules for having friends over and going to a friend's house when no adult is home.
- ✓ Make sure your child knows how to use the window and door locks.
- ✓ Tell your child not to let anyone into the home without your permission, and never to let a caller at the door or on the phone know there's no adult home. Kids can always say their parents are busy and take a message.
- ✓ Work out an escape plan in case of fire or other emergencies. Rehearse with your children.

## TAKE A STAND!

- ✓ Organize drug-free activities (dances, movies, community service projects, walk-a-thons or marathons, etc.) to raise money for charities.
- ✓ Use plays, songs, and raps to show younger children the consequences of drug abuse.
- ✓ Organize an anti-drug rally.
- ✓ Tell the police, teacher, or parent about drug dealers in your school and community. Many areas have phone numbers to let people report these crimes anonymously.
- ✓ If your school doesn't have an alcohol or other drug abuse prevention program, start one.
- ✓ Check recreation centers, youth clubs, libraries, or schools to see if they offer after-school activities — tutoring, sports, study time, craft classes. What about a community improvement project that young people can design and carry out?

## FOR INFORMATION

National Clearinghouse for Alcohol  
and Drug Information (NCADI)  
PO Box 2345  
Rockville, MD 20847-2345  
800-SAY-NO-TO • 301-468-2600

800-COCAINE  
Answers emergency questions about  
cocaine use.

800-662-HELP  
This toll-free, 24-hour hotline can tell  
you how and where to get help for  
alcohol and other drug problems.



Crime Prevention Tips from  
National Crime Prevention Council  
1700 K Street, NW, Second Floor  
Washington, DC 20006-3817  
and



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## DON'T LOSE A FRIEND TO DRUGS



Has a friend become moody, short-tempered, and hostile? Does he seem "spaced out"? Is she suddenly failing courses and hanging out with kids you don't trust?

Stop and think about it. Your friend may have an alcohol or other drug problem.

Here are some additional signs of drug or alcohol abuse:

- ✓ Increased interest in alcohol or other drugs; talking about them, talking about buying them.
- ✓ Owning drug paraphernalia such as pipes, hypodermic needles, or rolling papers.
- ✓ Having large amounts of cash or always being low on cash.
- ✓ Drastic increase or decrease in weight.
- ✓ Slurred or incoherent speech.
- ✓ Withdrawal from others, frequent lying, depression, paranoia.
- ✓ Dropping out of school activities.

If your friend acts this way, it is not a guarantee that he or she has an alcohol or other drug problem. You need to compare behavior now to behavior in the past. But it's better to say something and be wrong than to say nothing, and find out later that you were right to be worried.

### **HOW TO TALK TO A FRIEND WHO'S IN TROUBLE**

- ✓ Plan ahead what you want to say and how you want to say it.
- ✓ Pick a quiet and private time to talk.
- ✓ Don't try to talk about the problem when your friend is drunk or high.
- ✓ Use a calm voice and don't get into an argument.

**TALK!  
TALK!  
TALK!**

- ✓ Let your friend know that you care.
- ✓ Ask if there is anything you can do to help. Find out about local hot-lines and drug abuse counseling and offer to go with him or her.

- ✓ Don't expect your friend to like what you're saying. But stick with it — the more people who express concern, the better the chances of your friend getting help.
- ✓ Remember — it's not your job to get people to stop using drugs. Only they can decide to stop.
- ✓ Look for help. Talk about the situation with someone who knows about drug abuse and helping abusers.

### **TAKE CONTROL OF YOUR LIFE AND DECIDE NOT TO USE DRUGS**

- ✓ Skip parties where you know there will be alcohol or other drugs.
- ✓ Hang out with friends who don't need alcohol or other drugs to have fun.
- ✓ Get involved in drug-free activities. Ask your friends to join.
- ✓ Remind friends that buying or possessing illegal drugs is against the law. Penalties for drug-related offenses are harsh, and can include loss of benefits like student loans.
- ✓ Remind friends that using intravenous drugs places them at risk of getting AIDS.

# Home Security Checklist

Use this as a guide as you check your home for safety measures. Boxes marked "no" indicate areas where you could take action to improve your home's security. These are just some of the steps you can take to decrease the likelihood that you or your home is targeted.

## Exterior Doors

|                                                                                                                   | Yes                      | No                       |
|-------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|
| All doors are locked at night and every time we leave the house—even if it's just for a few minutes.              | <input type="checkbox"/> | <input type="checkbox"/> |
| Doors are solid hardwood or metal-clad.                                                                           | <input type="checkbox"/> | <input type="checkbox"/> |
| Doors feature wide-angle peepholes at heights everyone can use.                                                   | <input type="checkbox"/> | <input type="checkbox"/> |
| If there are glass panels in or near our doors, they are reinforced in some way so that they cannot be shattered. | <input type="checkbox"/> | <input type="checkbox"/> |
| All entryways have a working, keyed entry lock and sturdy deadbolt lock installed into the frame of the door.     | <input type="checkbox"/> | <input type="checkbox"/> |
| Spare keys are kept with a trusted neighbor, not under a doormat or planter, on a ledge, or in the mailbox.       | <input type="checkbox"/> | <input type="checkbox"/> |

## Garage and Sliding Door Security

|                                                                                                                                               |                          |                          |
|-----------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|
| The door leading from the attached garage to the house is solid wood or metal-clad and protected with a quality keyed door lock and deadbolt. | <input type="checkbox"/> | <input type="checkbox"/> |
| The overhead garage door has a lock so that we do not rely solely on the automatic door opener to provide security.                           | <input type="checkbox"/> | <input type="checkbox"/> |
| Garage doors are all locked when leaving the house.                                                                                           | <input type="checkbox"/> | <input type="checkbox"/> |
| The sliding glass door has a strong, working key lock.                                                                                        | <input type="checkbox"/> | <input type="checkbox"/> |
| A dowel or a pin to secure a glass door has been installed to prevent the door from being shoved aside or lifted off the track.               | <input type="checkbox"/> | <input type="checkbox"/> |
| The sliding door is locked every night and each time we leave the house.                                                                      | <input type="checkbox"/> | <input type="checkbox"/> |

## Protecting Windows

|                                                                                    |                          |                          |
|------------------------------------------------------------------------------------|--------------------------|--------------------------|
| Every window in the house has a working key lock or is securely pinned.            | <input type="checkbox"/> | <input type="checkbox"/> |
| Windows are always locked, even when they are opened a few inches for ventilation. | <input type="checkbox"/> | <input type="checkbox"/> |

## Outdoor Security

|                                                                                              |                          |                          |
|----------------------------------------------------------------------------------------------|--------------------------|--------------------------|
| Shrubs and bushes are trimmed so there is no place for someone to hide.                      | <input type="checkbox"/> | <input type="checkbox"/> |
| There are no dark areas around our house, garage, or yard at night that would hide prowlers. | <input type="checkbox"/> | <input type="checkbox"/> |
| Every outside door has a bright, working light to illuminate visitors.                       | <input type="checkbox"/> | <input type="checkbox"/> |

*continued on back*

- Floodlights are used appropriately to ensure effective illumination. ☐ ☐
- Outdoor lights are on in the evening—whether someone is at home or not or a photocell or motion-sensitive lighting system has been installed. ☐ ☐
- Our house number is clearly displayed so police and other emergency vehicles can find the house quickly. ☐ ☐

### Security When Away From Home

Yes No

- At least two light timers have been set to turn the lights on and off in a logical sequence, when we are away from home for an extended time period. ☐ ☐
- The motion detector or other alarm system (if we have one) has been activated when we leave home. ☐ ☐
- Mail and newspaper deliveries have been stopped or arrangements for a neighbor/friend to pick them up have been made when we go away from home for a period of time. ☐ ☐
- A neighbor has been asked to tend the yard and watch our home when we are away. ☐ ☐

### Outdoor Valuables and Personal Property

Yes No

- Gate latches, garage doors, and shed doors are all locked with high-security, laminated padlocks. ☐ ☐
- Gate latches, garage doors, and shed doors are locked after every use. ☐ ☐
- Grills, lawn mowers, and other valuables are stored in a locked garage or shed, or if left out in the open, are hidden from view with a tarp and securely locked to a stationary point. ☐ ☐
- Every bicycle is secured with a U-bar lock or quality padlock and chain. ☐ ☐
- Bikes are always locked, even if we leave them for just a minute. ☐ ☐
- Firearms are stored unloaded and locked in storage boxes and secured with trigger guard locks. ☐ ☐
- Valuable items, such as television, stereos, and computers have been inscribed with identifying number approved by local police. ☐ ☐
- Our home inventory is up-to-date and includes pictures. A complete copy is kept somewhere out of the house. ☐ ☐

*Try arbitration.* In arbitration, a neutral party acts as a judge. Disputing parties agree on an arbitrator who then hears evidence from all sides, asks questions, and hands down a decision. Usually, the arbitrator's decision is final. Some arbitration programs use a panel of arbitrators who make decisions by majority vote.

*Try an ombudsman.* An ombudsman is hired by and works within an institution. The ombudsman's job is to investigate complaints from the public against the institution, make recommendations, and try to resolve problems. He or she has no enforcement power, but must use reason and persuasion to convince management that certain policies or practices should be changed. Newspapers, television and radio stations, government agencies, health care systems, and educational systems often use ombudsmen.

### TIPS FOR MAKING PEACE

- Choose a convenient time.
- Plan ahead.
- Talk directly.
- Don't blame or name-call.
- Give information.
- Listen.
- Show that you are listening.
- Talk it through.
- Work on a solution.
- Follow through.

## WHERE TO FIND HELP

- Schools, colleges, universities.
- Local or state consumer protection offices.
- Community or neighborhood dispute resolution centers.
- Local government — district attorney, small claims court, family services.
- Better Business Bureau.
- Private organizations listed in the telephone directory's Yellow Pages under arbitration or mediation services.
- Law school legal clinics.



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 and

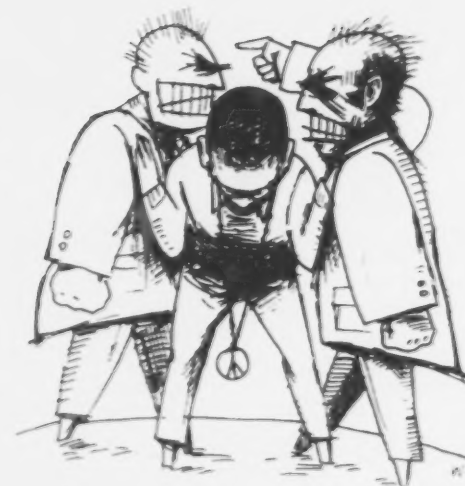


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## MAKING PEACE



## TIPS ON MANAGING CONFLICT

BEST COPY AVAILABLE

**I**rritated? Frustrated? Angry?

*Ready To Explode?*

*You're not alone. Whether it's an argument with a friend, aggravation because a driver cuts in front of you, or a disagreement about the best way to do a job — conflict is part of everyday life. Conflict produces stress, hurts friendships, and can cause injury and death.*

*We can't always avoid conflict, but we can learn to manage it without violence. That way, we use conflict to improve our lives and to learn from past mistakes.*

## WHAT SKILLS ARE NEEDED TO MANAGE PERSONAL CONFLICT?

- *Understanding your own feelings about conflict.* This means recognizing your "triggers," words or actions that immediately provoke an emotional response, like anger. It could be a facial expression, a tone of voice, a pointing finger, a certain phrase. Once you know your "triggers," you can better control your emotions.
- *Active listening.* Go beyond hearing just words; try to understand what the other person is saying. Listen carefully, instead of thinking about what you're going to say next. Active listening requires concentration and body language that says you are paying attention.
- *Generating options for resolving a conflict.* Many people can think of only two ways to manage conflict — fighting or avoiding the problem. Get the facts straight, brainstorm all ideas that might help resolve the argument, and discuss the pros, cons, and consequences.

## MOVING AWAY FROM CONFRONTATION AND TOWARD AGREEMENT

- *Look at your response to conflict.* If your style isn't working — you're left with raging emotions that lead to more problems — try to change.
- *State your needs and define the problem.* Talk about the issues without insulting or blaming the other person. Don't state your

position; that's simply your solution to the problem. Take a hard look at what is said (position) with what is really meant (needs).

- *Together, discuss various ways of meeting needs or solving the problem.* Be flexible and open-minded.
- *Decide who will be responsible for specific actions after reaching agreement on a plan.*



## IF YOU CAN'T WORK IT OUT...GET HELP

*Try mediation.* Courts, schools, and businesses are turning more and more to mediation to help resolve disputes. Mediators do not make decisions for people — they help people make their own decisions.

In mediation sessions, a neutral third person (or persons) helps the parties in conflict resolve their problem. Mediators should be detached and unbiased. They may be professionals or volunteers who have undergone intensive training. Mediators do not dictate a settlement; they encourage dialog, provide guidance, and help the parties define areas of agreement and disagreement. A mediation session is confidential.

## WHO CAN HELP YOU GET STARTED ?

Check out the helping organizations in your community — Boys & Girls Clubs of America, Boy Scouts of America, Girl Scouts of America, YWCA, YMCA, suicide hotlines, rape crisis centers, volunteer clearinghouses, local PTA chapters, battered women shelters, service clubs, or government services listed in the phone book.

### Contact these national organizations for information and ideas:

Teens, Crime, and the Community Program  
National Crime Prevention Council  
1700 K Street, NW, Second Floor  
Washington, DC 20006-3817  
202-466-6272

TCC combines classroom lessons on crime, its consequences, and its prevention with teen-led projects in the community to address specific crime problems. Provides training, materials, technical support, and conference presentations.

Youth as Resources  
National Crime Prevention Council  
1700 K Street, NW, Eighth Floor  
Washington, DC 20006-3817  
202-466-6272

Developed on the premise that young people need not wait until they reach adulthood to participate in community life. Capitalizes on youths' creative energy, enthusiasm, and altruism by offering small grants for community service projects that are chosen, designed, and carried out by young people with adult support.

Youth Service America  
1101 15th Street, NW, Suite 200  
Washington, DC 20005  
202-296-2992

Promotes opportunities for young people to be engaged in youth service programs. Sponsors an annual conference and National Youth Service Day.



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# TEEN ALERT! WE NEED YOU. Will You HELP OUT?



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**T**ired of hearing about society's woes? Things won't change unless you lend a hand. Join young people across the country who are helping their schools and communities become safer, better places.

## WHAT YOU CAN DO

- Reduce violence and other crime in schools by learning conflict management and mediation skills, starting a school watch modeled on the Neighborhood Watch idea, starting a student court that hears real cases and imposes real sentences, holding assemblies where teens can talk about their fears and hopes, starting a hotline where students can anonymously report anyone carrying weapons.
- Reduce substance abuse by talking to younger kids about practical ways to resist the pressures to try alcohol and drugs, producing radio public service announcements against drug abuse and getting permission to play them over the school's PA system, performing skits urging younger children to stay drug free, setting up a hotline which can address substance abuse, producing a video on the effects of drug abuse on users and their families and friends.
- Improve the neighborhood by joining a graffiti removal team, picking up trash and litter from a park, planting flowers and shrubs around your school, working with other groups to organize a community clean-up day, helping to renovate a playground, designing and publishing an environmental handbook.

- Help others by mentoring younger children, taking an elderly neighbor to the grocery store, supporting a friend who's been a victim of crime, volunteering to help out in after-school programs or daycare centers, setting up a warm line to help young students who are home alone after schools, tutoring classmates for whom English is a second language, building a nature trail for children with special needs, joining a group that builds or renovates housing for low-income or homeless families.

## FOOD FOR THOUGHT

- Why not take part in a national event — Crime Prevention Month, National Youth Service Day, National Night Out, or Victim Rights Week, for example?
- Why not start a contest and give prizes for the best violence prevention essay, video, poster, or rap?
- Why not work to prevent violence and other crime in a new, different way? Try a school pride day, a rally against drugs and violence, an alcohol and drug-free prom or graduation party, an original play or puppet show for younger kids, a week when everyone in your class agrees to "turn off" violent entertainment — TV shows, videos, games, and movies?

- Beware of individuals claiming to represent companies, consumer organizations, or government agencies that offer to recover lost money from fraudulent telemarketers for a fee.
- If you're suspicious, check it out with the police, the Better Business Bureau, or your local consumer protection office. Call the National Consumers League Fraud Information Center at 800-876-7060.

## GET INVOLVED IN THE COMMUNITY

- Report any crime or suspicious activities to law enforcement.
- Join a Neighborhood Watch to look out for each other and help the police.
- Work to change conditions that hurt your neighborhood. Volunteer as a citizen patroller, tutor for children, office aide in the police or fire department, mentor for teens, escort for individuals with disabilities.

- Does your community have a Triad program? It's sponsored on a national level by the American Association of Retired Persons, (AARP) the International Association of Chiefs of Police, and the National Sheriffs' Association (NSA). Triad promotes partnerships between senior citizens and the law enforcement community, both to prevent crime against the elderly and to help law enforcement benefit from the talents of older people. If you're interested, contact your chief of police, sheriff, or AARP chapter or call Triad at NSA, 703-836-7827.



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# SAFER SENIORS

**A**s people grow older, their chances of being victims of crime decrease dramatically. But a lifetime of experience coupled with the physical problems associated with aging often make older Americans fearful. Though they're on the lookout constantly for physical attack and burglary, they're not as alert to frauds and con games — in reality the greatest crime threat to seniors' well-being and trust.

*Want to conquer fear and prevent crime? Take these common-sense precautions.*

## BE ALERT WHEN OUT AND ABOUT

- Go with friends or family, not alone.
- Carry your purse close to your body, not dangling by the straps. Put a wallet in an inside coat or front pants pocket.
- Don't carry credit cards you don't need or large amounts of cash.
- Use direct deposit for Social Security and other regular checks.
- Whether you're a passenger or driver, keep car doors locked. Be particularly alert in parking lots and garages. Park near an entrance.
- Sit close to the driver or near the exit while riding the bus, train, or subway.
- If someone or something makes you uneasy, trust your instincts and leave.

## MAKE YOUR HOME SAFE AND SECURE

- Install good locks on doors and windows. Use them! Don't hide keys in mailboxes and planters or under doormats. Instead, leave an extra set of keys with a neighbor or friend.

- Ask for photo identification from service or delivery people before letting them in. If you are the least bit worried, call the company to verify.
- Be sure your street address number is large, clear of obstruction, and well-lighted so police and other emergency personnel can find your home quickly.
- Consider a home alarm system that provides emergency monitoring for burglary, fire, and medical emergencies.

## WATCH OUT FOR CON ARTISTS

- Don't fall for anything that sounds too good to be true — a free vacation, sweepstakes prizes, cures for cancer and arthritis, a low-risk, high-yield investment scheme.
- Never give your credit card, phone card, Social Security, or bank account number to anyone over the phone. It's illegal for telemarketers to ask for these numbers to verify a prize or gift.
- Don't let anyone rush you into signing anything — an insurance policy, a sales agreement, a contract. Read it carefully and have someone you trust check it over.

## GO TO THE GOVERNMENT

- ✓ Public housing agencies often have tough policies for quickly evicting tenants found with drugs. Make sure they enforce these rules, working in cooperation with other concerned tenants and law enforcement. Some cities' public housing rules evict tenants whose activities or visitors' behavior seriously disrupt other residents' quality of life.
- ✓ Drug houses are often rundown properties. Ask fire, health, and housing departments to investigate drug houses for code violations and shut down these hazardous properties if possible. Piles of trash, broken windows and doors, rats, and cars that don't run violate most city housing and health codes.
- ✓ Urge government to tear down abandoned buildings or sell them to civic organizations who can rehabilitate them.
- ✓ Some cities, with a neighborhood's approval, have put up barriers across intersections that create a maze of dead-end streets and make life very difficult for drug dealers. Check with the government department that handles traffic and roads.
- ✓ Find out who's responsible for towing abandoned cars in your area. Report the abandoned vehicles in your neighborhoods, and report again and again until action is taken. Young people in the neighborhood can help.

- ✓ Do the same for broken street lights, graffiti, cracked pavements, and trash removal.

## GO TO BUSINESSES

- ✓ Property owners can give police permission to enter private property, such as parking lots or outside stairs, to investigate and possibly arrest loiterers.
- ✓ Telephone companies can fix pay phones so they can be used only for calls out — then, drug dealers can't use them to conduct business.
- ✓ Utility companies can investigate gas and electric connections that drug houses may be using illegally.
- ✓ Property owners can rewrite their leases to include specific bans on illegal drug activity.



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## THE LAW'S ON YOUR SIDE



No one thinks drug dealers are good neighbors — not the people who live in the neighborhood, not the businesses trying to make a living there, not the children who play in the parks, not the police officers who patrol the area.

Taking back the streets and making them safer takes hard work, trust, and courage from all these people.

*The law is on your side, but it works best when everyone with a stake in the neighborhood's health works together. Use partnerships with police, businesses, and local government to drive illegal drugs from your streets.*

## GETTING ORGANIZED

Create a group — call it an advisory commission, task force, neighborhood committee, or partnership. Make sure it includes residents, business owners, law enforcement, housing and other local agencies, religious groups, youth centers, schools, senior citizen centers, public housing managers.

- ✓ At the first get-together, let everyone talk about their concerns, even if that means criticizing the police and other city services.
- ✓ Decide on what problems take top priority for example, (other than drugs, these might include vandalism, rape, burglary, auto theft, or prostitution). Discuss realistic solutions, develop specific short- and long-term projects, and take action such as cleaning up graffiti or rejuvenating a playground. This will forge bonds among the com-

munity partners along the way.

- ✓ Involve young people — if they are part of the problem, they've got to be part of the solution.

## LOOK AT LAWS

- ✓ Asset forfeiture laws say that authorities can seize assets from convicted drug dealers — cars, jewelry, cash, real estate — sell them, and use the money to support drug abuse prevention, enforcement, and treatment programs.
- ✓ Nuisance abatement laws allow individuals and government attorneys to bring suit in civil court against property owners who let drugs be used or kept on their property or permit other nuisances, such as graffiti or excessive noise. Penalties include fines, closing the building, and liens against the property.
- ✓ Drug-free school zone laws set stiffer penalties for drug offenses committed in areas next to schools. Communities can adapt these laws to expand the drug-free zone idea to parks and other public spaces.
- ✓ Convicted drug offenders can have their driver licence suspended.



- ✓ Neighbors can take property owners to small claims court to recover damages inflicted on the neighborhood. When individual residents from the neighborhood all sue the property owners, damages quickly add up and owners clean up their act.
- ✓ Drug paraphernalia laws prohibit the possession, manufacture, distribution, and advertising of drug paraphernalia.
- ✓ Anti-loitering ordinances can provide another tool to break up drug markets.

*Contact the local district attorney's office for help and information about your area's laws.*

## GO TO THE POLICE

- ✓ Ask for more police patrols (especially foot patrols) in areas that are known drug markets. Perhaps a mini-station could be opened in your community.
- ✓ Install a 24-hour telephone line that people can call to report suspicious activity anonymously to law enforcement or public housing security officers. Make sure everyone knows about the line. Use volunteers or an answering machine to take the calls. (This is not a 9-1-1 emergency line.)
- ✓ Work with a community organization to hand out "hot spot" cards. Residents can anonymously identify drug houses or markets on the cards and turn them in, and the organization then passes the information on to the police.

## TAKE ACTION IN THE COMMUNITY

- Be sure you know where and how to report potentially violent situations or concerns about conditions in the neighborhood that could lead to violence. Ask your police department for help in identifying what to report, when, to whom, and how.
- Consider organizing an event that lets people turn in weapons, or even objects that might be mistaken for real weapons, in exchange for books, coupons from local merchants, toys, or simply the satisfaction of making the community safer.
- Support schools and youth clubs in their efforts to keep guns, knives, and other weapons from menacing the everyday lives of children and teens. Encourage children to report any weapons they know about in or near school to school staff or the police.
- Look around to see what happens to young people after school hours. Are there supervised programs for younger children? Opportunities for teens and preteens to work with children, get or give help with homework, tackle neighborhood problems, or learn art, music, sports, or computer skills? In many areas, after-school programs are located in schools themselves and called Safe Havens or Beacon Schools.
- Start a discussion of neighborhood views on weapons in the home, children playing with toy weapons, children and violent

entertainment, and how arguments should be settled. A PTA meeting, an informal social gathering, or a Neighborhood Watch meeting could provide the opportunity.

- Learn your state and local laws on firearms. Insist that these laws be enforced vigorously but fairly. Support police, prosecutors, judges, and other local officials who enforce laws designed to prevent gun violence.

### For More Information

Center to Prevent Handgun Violence  
1225 Eye Street, NW, Suite 1100  
Washington, DC 20005  
202-289-7319

National School Safety Center  
141 Duesenberg Drive, Suite 11  
Westlake Village, CA 91362  
805-373-9977



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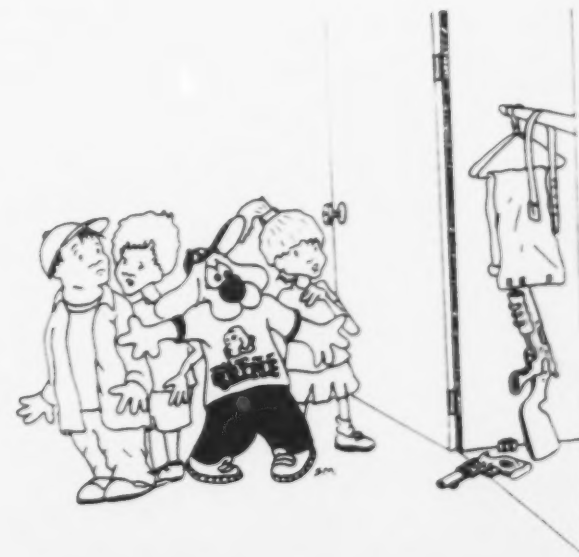
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## IT'S TIME to **STOP** the **VIOLENCE**

### Let's Start with Weapons



**W**hen we talk about violence, we can't ignore weapons. Nine out of ten murders involve a weapon — eight of ten involve a firearm. Most robberies involve the use of a weapon, most frequently a handgun.

*One in seven teens has reported carrying weapon — like a bat, club, gun, or knife — at some time to protect themselves.*

*Weapons make violence more deadly and less personal. A gun in the home increases the likelihood of homicide three times and the likelihood of suicide five times.*

## REDUCE THE RISK

- Think long and hard about having weapons, especially firearms, in your home. Studies show that a firearm in the home is more than forty times as likely to hurt or kill a family member as to stop a crime.
- Look at other ways to protect yourself and your home. Invest in top-grade locks, jamming devices for doors and windows, a dog, or an alarm system. Start or join a Neighborhood Watch. Check with the police, the YMCA/YWCA, or the recreation department about a self-defense class.
- If you do choose to own firearms — handguns, rifles, or shotguns — make sure they are safely stored. That means unloaded, trigger-locked, and in a locked gun case or pistol box, with ammunition separately locked. Store keys out of reach of children, away from weapons and ammunition. Check frequently to make sure this storage remains secure.
- Obtain training from a certified instructor in firearms safety for everyone in the home. Make sure it's kept current.
- Teach your children what to do if they find a firearm or something that might be a weapon — Stop, Don't Touch, Get Away, and Tell a Trusted Adult.

## STOP VIOLENCE

- Show children how to settle arguments or solve problems without using words or actions that hurt others. Set the example by the way you handle everyday conflicts in the family, at work, and in the neighborhood. Don't forget that common courtesies like "please," "thank you," and "excuse me" help ease tensions that can lead to violence.
- Discourage name-calling and teasing. These can easily get out of hand, moving all too quickly from "just words" to fists, knives, and even firearms. Teach children that bullying is wrong and take their fears about bullies seriously.
- Take a hard look at what you, your family, and your friends watch and listen to for entertainment — from action movies and cop shows to video games and music lyrics. How do the characters solve problems? Do they make firearms and other violence appear exciting, funny, or glamorous? Are the real-life consequences of violence for victims and families clear? Talk about what each of you liked and didn't like.
- Stick with friends and family who steer clear of violence and drugs. And encourage your children to do the same. Research shows use of alcohol and other drugs is closely linked with violence, including the use of guns and other weapons.

## TAKE ACTION

- Make a pledge with your friends that you will help each other avoid alcohol and other drugs.
- If someone you know has an alcohol or other drug problem, encourage them to get help.
- If you belong to any club or other youth group, suggest that its members organize an anti-drinking project.
- Make a presentation to your school's PTA meeting about how teachers and parents can help kids avoid drugs and alcohol.
- Ask for help if someone is pressuring you to try alcohol or other drugs. Talk to someone you trust.
- Organize alcohol-free post-prom and graduation parties.

## For Information

National Clearinghouse for Alcohol and Drug Information (NCADI)

PO Box 2345

Rockville, MD 20847-2345

800-SAY-NO-TO, 301-468-2600

800-662-HELP

This toll-free 24-hour hotline can tell you how and where to get help for alcohol and other drug problems.



Crime Prevention Tips from  
National Crime Prevention Council  
1700 K Street, NW, Second Floor  
Washington, DC 20006-3817

and



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ALCOHOL  
is  
**NUMBER  
ONE**

**A**lcohol is the number one drug of choice for teenagers.

**Alcohol-related car crashes are the number one killer of teenagers in the United States.**

**Alcohol is the number one drug problem in America.**

**If you think it can't happen to you, look around. Check your school's yearbooks for the last ten years. How many have been dedicated to a student who was killed in a drunk driving crash?**

**Ask your friends how many people they know who have had bad things happen to them when they were drinking.**

**You don't even have to be the one doing the drinking — most teenage passenger deaths are the result of alcohol-impaired teenage drivers.**

## HOW DOES ALCOHOL AFFECT YOU?

- You see double, speech slurs, you lose your sense of distance.
- Alcohol loosens inhibitions; you make bad judgments that can result in car crashes, unwanted pregnancy, sexually transmitted diseases, or rape.
- A significant proportion of violent crimes and vandalism among and by youth involve alcohol.
- Using alcohol can cost you your freedom. You can be grounded by parents, lose your driver's license, or even end up in jail.

## BE AWARE OF ADVERTISING

Take a good look at how the alcohol industry is trying to convince people to use its products.

- Wine coolers are displayed in stores next to fruit drinks. Maybe they don't think you'll notice the difference between a fruit drink and one with alcohol.
- Different brands of beer and other alcoholic beverages are slipped into the movies you watch. They think if you see your favorite actor drinking it, you will too.
- The models on the beer commercials are always young, thin, and beautiful. But alcohol has plenty of calories and little nutritional value. Drinking it will not make you younger or more beautiful.

- Advertisements feature celebrities and sports figures. But drinking will not make you famous or athletic.
- Alcohol advertisers are now trying to be more responsible by telling you not to drink and drive. But drunk driving is not the only way alcohol can affect your life.

Advertisers hope you won't stop and think when you see their ads. Don't be conned. Use your best judgment and learn the facts.

## SOME MORE FACTS ABOUT ALCOHOL

- Drinking coffee, taking a cold shower, or breathing fresh air will not sober you up. The only thing that sobers you up is time.
- One beer, one shot of whiskey, and one glass of wine all have the same amount of alcohol. Don't fall for the notion that beer and wine are less intoxicating than hard liquors.
- Only 3-5 percent of alcoholics are what we think of as bums. Most alcoholics are just like the people you know. Anyone can become an alcoholic — young, old, rich, poor, married, single, employed, or out of work.
- The earlier young people start drinking and using drugs, the more likely they are to become addicted.
- Alcohol ages and damages the brain.

- Provide counseling for gang-involved youth and their parents.
- Ask local radio stations to broadcast anti-graffiti public service announcements.
- Work together to provide positive activities for youth in your community.
- Start a Neighborhood Watch group in your community. Start patrolling the neighborhood for incidents of vandalism and expand your group to encompass activities that improve quality of life for residents.

### Enlist the Help of Partners

- Law enforcement are important partners in the fight against graffiti. They can help you set up hotlines to report vandalism; they can document the damage and arrest the vandals. They often help set up programs to get graffiti removed for people who cannot afford the supplies or don't have access to the labor.
- To get the supplies you need you can ask local paint stores to donate paint remover, paint, and other supplies.
- Include teens in your clean-up. Teens who are involved in clean-up are less likely to become involved in vandalism.
- Ask local merchants to donate refreshments and even small gifts to give to your volunteers.
- Distribute crime prevention and antigraffiti materials at your clean-up.



**TAKE A BITE OUT OF  
CRIME**

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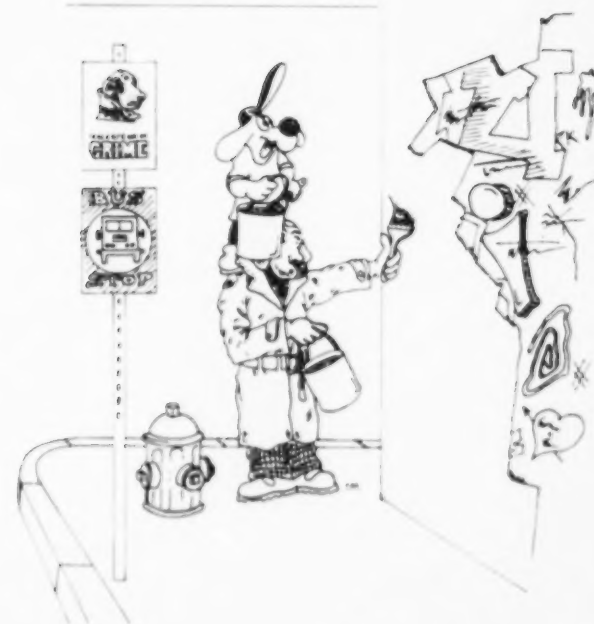


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## Graffiti— Often the First Sign of Trouble



*National Crime  
Prevention Council*

**M**any youth gangs use graffiti to mark territory, send messages, and intimidate rival gangs and community residents. But graffiti is not just the work of gang members. "Taggers" are young people who are not necessarily gang affiliated but still engage in graffiti vandalism. They are seeking recognition from their peers for their daring. Only 10 percent of graffiti is thought to be gang-related; the remaining 90 percent is done by taggers. Most graffiti vandals are between the ages of 14 and 17, but some are younger. They often tote backpacks in which they carry the tools of their trade—spray paint, paint sticks, etching equipment, and the like.

Whether done by gang members or taggers, the presence of graffiti in a neighborhood can increase residents' fears about their safety and even reduce property values. Its presence can also signify to criminals that residents don't care about their neighborhood. It costs communities thousands of dollars in removal and clean-up.

## What You Can Do

- Report all graffiti vandalism to law enforcement. Before you remove graffiti, notify the police department so they can document it with photographs. This helps build cases against these vandals. Most taggers sign their work in the same way and often target the same area.
- Clean-up often has to be done again and again, but patience and persistence pay off. If an area you have cleaned up becomes covered in graffiti again, remove it as quickly as possible. The goal is to deny the vandal the chance to display his work. Successful programs remove graffiti within 24 hours.
- If the graffiti is on your property, remove it immediately. If it is on county or state property, law enforcement should be able to help you contact the owners. Your community may even have a graffiti hotline to report vandals. If not, help get one started.
- Landscaping is an attractive, natural deterrent to graffiti activity. If an area is continually hit by graffiti, consider planting the area in a way that discourages access.

## What the Community Can Do

- Check out local antigraffiti ordinances that can hold youth, and sometimes their parents, legally accountable for damage and for possession of graffiti implements such

as spray paint. If your community doesn't have an ordinance, help get one on the books.

- Notify property owners of ordinances that require them to keep their property graffiti-free.
- Coat walls with special paint products and surfaces that do not allow spray paints to stick or make them easier to clean up.
- Contact merchants and request that they not sell items that endorse or glorify graffiti, such as t-shirts, posters, or other items that feature graffiti in their design.
- Ask local hardware stores not to sell spray paint to minors. Request that they place spray paint and paint markers in areas where they can be monitored by employees.
- Ask utility/power companies to remove graffiti from their property and equipment. Request transportation companies such as bus, metro, and train services to do the same.
- Organize a community clean-up. This can be a great community-building activity. Have a block party afterward to celebrate and spend time getting to know one another.

The most effective anti-graffiti initiatives go beyond clean-up.

- Help start a school-based curriculum on gang prevention in local schools. Help teachers incorporate vandalism prevention messages in English, civics, math, and other classes.

- Learn the locations of fire exits, elevators, and public phones in case of emergency.
- Make sure your room has an indoor viewer and a dead bolt lock
- Keep valuables — jewelry, cash, etc. — in the hotel safe. Better still, leave them home.
- Ask hotel staff about the safety of the neighborhood and what areas to avoid.
- Before taking a cab, ask the staff about directions and estimated costs.
- Always verify who's at your door. Don't open the door to someone you don't know. If an unexpected visitor claims to be a hotel employee, call the front desk to make sure.
- Don't display room keys in public or leave them on restaurant tables, at the swimming pool, or in other places where they can easily be stolen.

Sure, crime can be random. But at the same time, there's a lot you can do to limit your chances of becoming a victim. Often, simply being aware of the threat of crime — and alert to what you can do to prevent it — will go a long way to making your business trip both safe and successful.

## IMPORTANT NUMBERS WHEN TRAVELING OVERSEAS

- The U.S. Department of Transportation has a Travel Advisory and Airport Safety Hotline (800-221-0673) that advises international travelers of potentially dangerous airports and countries.
- The U.S. Department of State operates a Citizens' Emergency Center (202-647-0900) that offers assistance in emergency situations to travelers abroad, as well as travel advisories and alerts for various countries.



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## BUSINESS TRAVEL



## SAFETY TIPS



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**B**usiness travel can be stressful.

*Why make it more so by setting  
yourself up as a target for crooks?*

*Here's what you can do — at the  
airport, on the road and at your*

*hotel or motel — to improve*

*the chances you'll return*

*home safely.*

## At the Airport

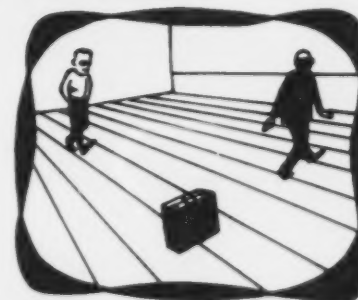
- Stay especially alert and watch your bags and computer carefully at all times. Don't let anyone but uniformed airline personnel handle or watch your bags.
- Watch out for staged mishaps, like someone bumping into you or spilling a drink. Often it's a ploy to divert your attention.
- Carry your purse close to your body, or your wallet in an inside front pocket. Better yet, wear a money pouch under your clothes.
- Keep a separate record of the contents of checked luggage. And keep anything of value in a carry-on that stays with you.
- Avoid displaying expensive cameras, jewelry, and luggage that might draw attention. Your aim should be to blend in with the crowd.

## On the Road

- Become familiar with your travel route before you start. Get a map and study it.
- Make sure your rental car is in good operating condition. Learn how to operate all windows, door locks and other equipment before you leave the lot.

- Keep your maps and rental agreement concealed, not lying on the seat or the dashboard.
- Keep car doors locked while you are driving. Store luggage in the trunk.
- Park in well-lighted areas only, close to building entrances and walkways.
- Have car keys ready when approaching your car. Check the back seat and floors before you get in.
- If you are bumped by another car, think before you get out. If you are in doubt or uncomfortable, signal the other driver to follow you to a nearby police station or a busy, well-lighted area where it's safe to get out.

## At the Hotel



- Never leave luggage unattended.
- Keep all hotel doors and windows locked, and use all door locks.
- Insist that hotel personnel give your assigned room number so others can't hear it.

## WHAT YOU CAN DO IN THE COMMUNITY

- Make sure that access to the Internet at your children's school is monitored by adults.
- Know your children's friends and their parents. If your child's friend has Internet access at home, talk to the parents about the rules they have established. Find out if the children are monitored while they are online.
- Make sure that your child's school has an Acceptable Use Policy (AUP). This policy should include a list of acceptable and unacceptable activities or resources, information on "netiquette" (etiquette on the Internet), consequences for violations, and a place for you and your child to sign. Your family can design its own AUP for the home computer.
- If your child receives threatening e-mails or pornographic material, save the offensive material and contact that user's Internet service provider and your local law enforcement agency.

- If you come across sites that are inappropriate for children when you are surfing the Net, send the addresses to online services that offer parental control features or to sites advertising protection software to add to their list to be reviewed for inclusion or exclusion. Even if you don't subscribe to the service or own the protection software, you can help protect other children.



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## Cybersafety for Kids Online: A Parents' Guide

**T**he Internet has opened up a world of information for anyone with a computer and a connection! Your children will learn about computers. But just as you wouldn't send children near a busy road without some safety rules, you shouldn't send them on to the information superhighway without rules of the road. Too many dangers from pedophiles to con artists can reach children (and adults) through the Internet.

## GETTING STARTED

- Explain that although a person may be alone in a room using the computer, once logged on to the Internet, he or she is no longer alone. People skilled in using the Internet can find out who you are and where you are. They can even tap into information in your computer.
- Set aside time to explore the Internet together. If your child has some computer experience, let him or her take the lead. Visit areas of the World Wide Web that have special sites for children.

## CONTROLLING ACCESS

- The best tool a child has for screening material found on the Internet is his or her brain. Teach children about exploitation, pornography, hate literature, excessive violence, and other issues that concern you, so they know how to respond when they see this material.
- Choose a commercial online service that offers parental control features. These features can block contact that is not clearly marked as appropriate for children; chat rooms, bulletin boards, news groups, and discussion groups; or access to the Internet entirely.
- Purchase blocking software and

design your own safety system. Different packages can block sites by name, search for unacceptable words and block access to sites containing those words, block entire categories of material, and prevent children from giving out personal information.

- Monitor your children when they're online and monitor the time they spend online. If a child becomes uneasy or defensive when you walk into the room or when you linger, this could be a sign that he or she is up to something unusual or even forbidden.

## TELL YOUR CHILDREN...

- To always let you know immediately if they find something scary or threatening on the Internet.
- Never to give out their name, address, telephone number, password, school name, parent's name, or any other personal information.
- Never to agree to meet face to face with someone they've met online.
- Never to respond to messages that have bad words or seem scary or just weird.
- Never to enter an area that charges for services without asking you first.
- Never send a picture of themselves to anyone without your permission.

- Special events. These are crucial to keep the program going and growing. Host talks or seminars that focus on current issues such as "hate" or bias motivated violence, crime in schools, teenage alcohol and other drug abuse, or domestic violence. Adopt a park or school playground and paint over graffiti. Sponsor a block party, holiday dinner, or volleyball or softball game which will provide neighbors a chance to get to know each other.
- Addressing other aspects of community safety. For instance, start a block parent program to help children in emergency situations.

#### **What are my responsibilities as a Watch Member?**

- Be alert!
- Know your neighbors and watch out for each other.
- Report suspicious activities and crimes to the police or sheriffs' department.
- Learn how you can make yourself and your community safer.

#### **What kind of activities should I be on the lookout for as a Watch Member?**

- Someone screaming or shouting for help.
- Someone looking in windows of houses and parked cars.
- Property being taken out of houses where no one is at home or from closed businesses.

- Cars, vans, or trucks moving slowly with no apparent destination or without lights.
- Anyone being forced into a vehicle. A stranger sitting in a car or stopping to talk to a child.
- Report these incidents to the police or sheriffs' department. Talk about concerns and problems with your neighbors.

#### **How should I report these incidents.**

- Call 9-1-1 or your local emergency number.
- Give your name and address.
- Explain what happened.
- Briefly describe the suspect: sex and race, age, height, weight, hair color, clothing, distinctive characteristics such as beard mustache, scars, or accent.
- Describe the vehicle if one was involved: color, make, model, year, license plate, and special features such as stickers.



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## **TAKE A STAND AGAINST CRIME**

### **Join a Neighborhood Watch**



## **A Neighborhood Watch Primer**

Neighborhood Watch, Block Watch, Town Watch, Building Watch, Crime Watch — whatever the name, it's one of the most effective and least costly ways to prevent crime and reduce fear. Neighborhood Watch fights the isolation that crime both creates and feeds upon. It forges bonds among area residents, helps reduce burglaries and robberies, and improves relations between police and the communities they serve.

### **Why Neighborhood Watch?**

- It works. Throughout the country, dramatic decreases in burglary and related offenses are reported by law enforcement professionals in communities with active Watch programs.
- Today's transient society produces communities that are less personal. Many families have two working parents and children involved in many activities that keep them away from home. An empty house in a neighborhood where none of the neighbors know the owner is a prime target for burglary.
- Neighborhood Watch also helps build pride and serves as a springboard for efforts that address other community concerns such as recreation for youth, child care, and affordable housing.

### **How does a Neighborhood Watch start?**

A motivated individual, a few concerned residents, a community organization, or a law enforcement agency can spearhead the efforts to establish a Watch. Together they:

- Organize a small planning committee of neighbors to discuss needs, the level of interest, and possible community problems.
- Contact the local police or sheriffs' department, or local crime prevention organization, for help in training members in home security and reporting skills and for information on local crime patterns.
- Hold an initial meeting to gauge neighbors interest; establish the purpose of the program; and begin to identify issues that need to be addressed.
- Select a coordinator.
- Ask for block captain volunteers who are responsible for relaying information to members.
- Recruit members, keeping up-to-date information on new residents and making special efforts to involve the elderly, working parents, and young people.
- Work with local government or law enforcement to put up Neighborhood Watch signs, usually after at least 50 percent of all households are enrolled.

### **Who can be involved?**

Any community resident can join — young and old, single and married, renter and homeowner. Even the busiest of people can belong to a Neighborhood Watch — they too can keep an eye out for neighbors as they come and go.

### **I live in an apartment building. Can I start a Neighborhood Watch?**

Yes, Watch Groups can be formed around any geographical unit: a

block, apartment building, townhouse complex, park, business area, public housing complex, office building, or marina.

### **What does a Neighborhood Watch do?**

- A Neighborhood Watch is neighbors helping neighbors. They are extra eyes and ears for reporting crime and helping neighbors.
- Members meet their neighbors, learn how to make their homes more secure, watch out for each other and the neighborhood, and report activities that raise their suspicions to the police or sheriffs' office.
- Mark valuable property with an identifying number (Operation I.D.) to discourage theft and help law enforcement agencies identify and return stolen property.

### **What are the major components of a Watch Program**

- Meetings. These should be set up on a regular basis such as bi-monthly, monthly, or six times a year.
- Citizens' or community patrol. A citizens' patrol is made up of volunteers who walk or drive through the community and alert police to crime and questionable activities. Not all neighborhood watches need a citizens' patrol.
- Communications. These can be as simple as a weekly flier posted on community announcement boards to a monthly newsletter that updates neighbors on the progress of the program to a neighborhood electronic bulletin board.

Make sure they can recognize trouble signs and identify potentially violent students.

- Encourage students to talk about worries, questions, and fears about what's going on in their schools, homes, and neighborhoods. Listen carefully to what they say.
- If a student makes a threat of violence, take him or her seriously. Address the problem immediately and act to prevent a potential conflict.
- When something violent and frightening happens at school or in the neighborhood, take time to talk about it. Discuss the consequences and get students to think about what other choices besides violence might have been available. Get help from trained counselors if necessary.
- Work with students, parents, law enforcement, local governments, and community-based groups to develop wider-scope crime prevention efforts.

## Community Partners

- Law enforcement can report on the type of crimes in the surrounding community and suggest ways to make schools safer.
- Have police or organized groups of adults patrol routes students take to and from school.
- Community-based groups, church organizations, and other service groups can provide counseling, extended learning programs, before- and after-school activities, and other community crime prevention programs.
- State and local governments can develop model school safety plans and provide funding for schools to implement the programs.
- Local businesses can provide apprenticeship programs, participate in adopt-a-

school programs, or serve as mentors to area students.

- Colleges and universities can offer conflict management courses to teachers or assist school officials in implementing violence prevention curricula.

## RESOURCES

**National Association of Elementary School Principals**  
1615 Duke Street  
Alexandria, VA 22314-3483  
703-684-3345  
[www.naesp.org](http://www.naesp.org)

**National School Boards Association**  
1680 Duke Street  
Alexandria, VA 22314  
703-838-6722  
[www.nsba.org](http://www.nsba.org)

### National School Safety Center

141 Duesenberg Drive,  
Suite 11  
Westlake Village, CA 91362  
805-373-9977



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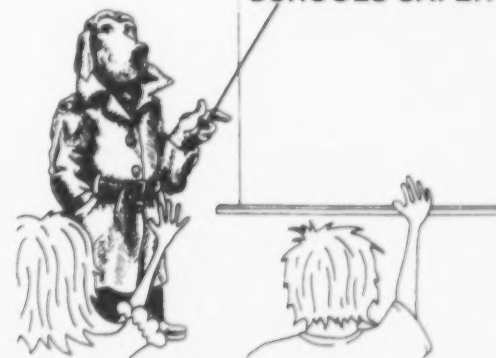
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# Working Together To Create Safer Schools

**HOW CAN WE MAKE  
SCHOOLS SAFER ?**



*National Crime  
Prevention Council*

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**W**hen crime, drugs, and violence spill over from the streets into the schools, providing a safe learning environment becomes increasingly difficult. More students carry weapons for protection. Gunfights replace fistfights. Many students must travel through gang turf or groups of drug dealers. Violence becomes an acceptable way to settle conflicts.

When this happens, children cannot learn and teachers cannot teach.

Creating a safe place where children can learn and grow depends on a partnership among students, parents, teachers, and other community institutions to prevent school violence:

- Find out how crime threatens schools in your community.
- Take actions to protect children.
- Promote nonviolent ways to manage conflict.

*How do these ideas translate into action? Here are some practical suggestions for young people, parents, school staff, and others in the community.*

## Students

- Settle arguments with words, not fists or weapons. Learn how if you don't know how.
- Don't carry guns, knives, or other weapons to school.
- Report crimes or suspicious activities to the police, school authorities, or parents.
- Tell a school official immediately if you see another student with a gun, knife, or other weapon.
- Tell a teacher, parent, or trusted adult if you're worried about a bully or threats or violence by another student.
- Learn safe routes for traveling to and from school and stick to them. Know good places to seek help.
- Don't use alcohol or other drugs, and stay away from places and people associated with them.
- Get involved in your school's anti-violence activities—have poster contests against violence, hold anti-drug rallies, volunteer to counsel peers. If there's no program at your school, help start one.

## Parents

- Sharpen your parenting skills. Emphasize and build on your children's strengths.
- Teach your children how to reduce their risks of becoming crime victims.
- Know where your kids are, what they are doing, and whom they are with at all times. Set clear rules in advance about acceptable activities.
- Ask your children about what goes on during the school day. Listen to what they say and take their concerns and worries seriously.
- Help your children learn nonviolent ways to handle frustration, anger, and conflict.
- Do not allow your child to carry guns, knives, or other weapons.
- Become involved in your child's school activities—PTA, field trips, and helping out in class or the lunch room.
- Work with other parents in your neighborhood to start a McGruff House\* or other block parent programs.

## School Staff

- Evaluate your school's safety objectively. Set targets for improvement. Be honest about crime problems and work toward bettering the situation.
- Develop consistent disciplinary policies, good security procedures, and response plans for emergencies.
- Train school personnel in conflict resolution, problem solving, drug prevention, crisis intervention, cultural sensitivity, classroom management, and counseling skills.

\* A McGruff House is a reliable source of help for children in emergency or frightening situations. For information call 801-486-8768.

- Encourage them to confide in a trusted adult. Talk to a trusted adult if you believe the situation is getting worse. Offer to go with them for help.
- Never put yourself in a dangerous situation with the victim's partner. Don't be a mediator.
- Call the police if you witness an assault. Tell an adult – a school principle, parent, guidance counselor.

## WHAT YOU CAN DO

- Start a peer education program on teen dating violence.
- Ask your school library to purchase books about living without violence and the cycle of domestic violence.
- Create bulletin boards in the school cafeteria or classroom to raise awareness.
- Perform a play about teen dating violence.



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# TEEN DATING VIOLENCE



## **A**RE YOU GOING OUT WITH SOMEONE WHO...

- Is jealous and possessive, won't let you have friends, checks up on you, won't accept breaking up?
- Tries to control you by being very bossy, giving orders, making all the decisions, not taking your opinions seriously?
- Puts you down in front of friends, tells you that you would be nothing without him or her?
- Scares you? Makes you worry about reactions to things you say or do? Threatens you? Uses or owns weapons?
- Is violent? Has a history of fighting, loses temper quickly, brags about mistreating others? Grabs, pushes, shoves, or hits you?
- Pressures you for sex or is forceful or scary about sex? Gets too serious about the relationship too fast?
- Abuses alcohol or other drugs and pressures you to take them?
- Has a history of failed relationships?

and blames the other person for all the problems?

- Makes your family and friends uneasy and concerned for your safety?

## **WHAT IF YOUR PARTNER IS ABUSING YOU AND YOU WANT OUT?**

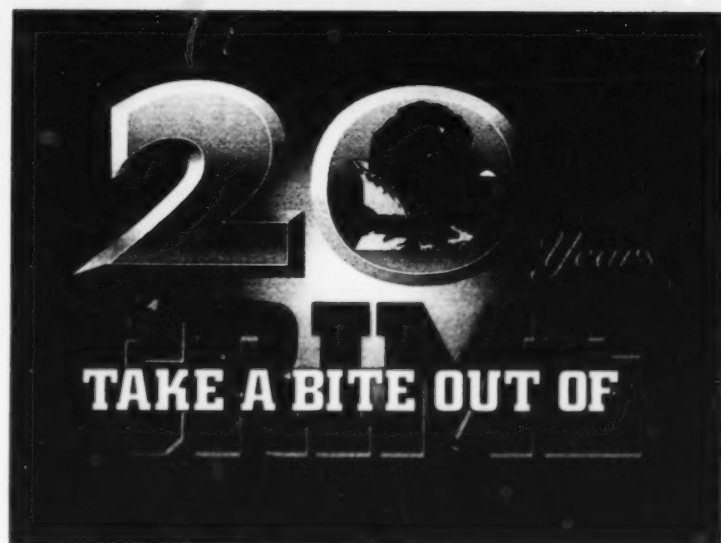
- Tell your parents, a friend, a counselor, a clergyman, or someone else whom you trust and who can help. The more isolated you are from friends and family, the more control the abuser has over you.
- Alert the school counselor or security officer.
- Keep a daily log of the abuse.

- Do not meet your partner alone. Do not let him or her in your home or car when you are alone.
- Avoid being alone at school, your job, on the way to and from places.
- Tell someone where you are going and when you plan to be back.
- Plan and rehearse what you would do if your partner became abusive.

## **HOW TO BE A FRIEND TO A VICTIM OF TEEN DATING VIOLENCE**

*Most teens talk to other teens about their problems. If a friend tells you he or she is being victimized, here are some suggestions on how you can help.*

- If you notice a friend is in an abusive relationship, don't ignore signs of abuse. Talk to your friend.
- Express your concerns. Tell your friend you're worried. Support, don't judge.
- Point out your friend's strengths – many people in abusive relationships are no longer capable of seeing their own abilities and gifts.



## Crime Prevention Coalition of America

Many Coalition member organizations have Web sites. Visit the Coalition Web site at [www.crimepreventcoalition.org](http://www.crimepreventcoalition.org) to link to member sites.

### State Members

Alabama Crime Prevention Clearinghouse  
 Arkansas Crime Information Center  
 California Attorney General's Office  
 California Crime Prevention Officers Association  
 California Governor's Office of Criminal Justice Planning  
 Colorado Crime Prevention Association  
 Crime Prevention Association of Connecticut  
 Florida Bureau of Criminal Justice Programs  
 Georgia Crime Prevention Association  
 Georgia Department of Community Affairs  
 Hawaii Department of the Attorney General  
 Idaho Crime Prevention Association  
 Idaho Department of Law Enforcement  
 Illinois Attorney General's Office  
 Indiana Crime Prevention Coalition  
 Iowa Crime Prevention Association  
 Iowa Department of Public Safety  
 Kansas Bureau of Investigation  
 Kentucky Crime Prevention Coalition  
 Maryland Crime Prevention Association  
 Maryland Community Crime Prevention Institute  
 Massachusetts Criminal Justice Training Council  
 Crime Prevention Association of Michigan  
 Minnesota Crime Prevention Association  
 Minnesota Office of Drug Policy and Violence Prevention  
 Mississippi Crime Prevention Association  
 Mississippi Division of Public Safety Planning  
 Missouri Crime Prevention Association  
 Missouri Department of Public Safety  
 Nebraska Crime Prevention Association  
 Nevada Office of the Attorney General  
 New England Community-Police Partnership  
 New Jersey Crime Prevention Officers' Association, Inc.  
 New Jersey Department of Law and Public Safety  
 New Mexico Crime Prevention Association  
 New York Division of Criminal Justice Services  
 New York State Crime Prevention Coalition  
 North Carolina Crime Prevention Officers' Association  
 North Carolina Department of Crime Control and Public Safety  
 North Dakota Office of the Attorney General  
 Ohio Crime Prevention Association  
 Ohio Governor's Office of Criminal Justice Services

Oklahoma Criminal Justice Resource Center  
 Crime Prevention Association of Oregon  
**Oregon Board on Public Safety Standards and Training**  
**Crime Prevention Association of Western Pennsylvania**  
**Pennsylvania Commission on Crime and Delinquency**  
 Pennsylvania Crime Prevention Officers Association  
**Rhode Island Crime Prevention Association**  
**Rhode Island Governor's Justice Commission**  
 Texas Crime Prevention Association  
 Texas Governor's Office  
 Utah Council for Crime Prevention  
 Vermont State Police  
**Virginia Crime Prevention Association**  
 Virginia Department of Criminal Justice Services  
**Washington Crime Prevention Association**  
**Washington State Attorney General's Office**  
**West Virginia Criminal Justice and Highway Safety Office**  
 Wisconsin Crime Prevention Practitioners Association, Inc.  
 Wisconsin Department of Justice  
 Wisconsin Office of Justice Assistance

### National Agencies

AARP  
 The Advertising Council, Inc.  
 American Crime Prevention Association  
 American Probation and Parole Association  
 American School Counselor Association  
 American Society for Industrial Security  
 Boy Scouts of America  
 Boys & Girls Club of America  
 Community Anti-Drug Coalitions of America  
 General Federation of Women's Clubs  
 Girl Scouts of the USA  
 Institute of Criminal Justice Studies  
 International Association of Campus Law Enforcement Administrators  
 International Association of Chiefs of Police  
**International Association of Directors of Enforcement Standards and Training**  
 International City/Council Management Association  
 International Society of Crime Prevention Practitioners  
 International Union of Police Association  
 National Association of Attorneys General

National Association of Broadcasters  
 National Association of Counties  
 National Association of Elementary School Principals  
 National Association of Police Athletic Leagues  
 National Association of Town Watch  
 National Council of La Raza  
 National Council on Crime and Delinquency  
 National Crime Prevention Council  
 National Crime Prevention Institute  
 National Criminal Justice Association  
 National District Attorneys Association  
 National Exchange Club Association  
 National Family Partnership  
 National 4-H Council  
 National Governors' Association  
 National League of Cities  
 National Network for Youth  
 National Organization of Black Law Enforcement Executives  
 National Organization for Victim Assistance  
 National Recreation and Park Association  
 National Sheriffs' Association  
 National Urban League, Inc.  
 National Victim Center  
 Police Executive Research Forum  
 U.S. Conference of Mayors

### Federal Agencies

Drug Enforcement Administration  
 Federal Bureau of Investigation  
 General Services Administration  
 U.S. Department of Air Force  
 U.S. Department of Army  
 U.S. Department of Justice  
 Office of Justice Programs  
   Bureau of Justice Assistance  
   Bureau of Justice Statistics  
   National Institute of Justice  
   Office of Juvenile Justice and Delinquency Prevention  
   Office for Victims of Crime  
 U.S. Department of Navy  
 U.S. Forest Service, Law Enforcement and Investigations Division  
 U.S. Marine Corps  
 U.S. Postal Inspection Service

# Crime Prevention Coalition Opens New Membership Horizons

**I**n a historic step toward the creation of a national crime prevention movement, the Crime Prevention Coalition of America has created three new categories to build membership. This represents the first expansion of Coalition membership categories in the group's two decades of existence.

The Coalition's strategic direction for the 21st Century calls for generating a national crime prevention movement, promoting effective prevention strategies, strengthening the Coalition's structure and operations, and developing strategies to promote prevention policy and programming at national, state, and local levels. There are currently 123 full member organizations ranging from Boys & Girls Clubs to AARP, from the National Sheriffs' Association to the American School Counselor Association, along with 64 state member organizations.

In addition to full membership, which includes current national, state, and federal organizations, the Coalition will now admit members in these categories:

## Affiliate

Community-based crime prevention organizations, municipalities, county governmental bodies, or state-level groups with an interest in crime prevention can join the Coalition at this level. Affiliate members must establish communications links with the state-level full member of the Coalition and the National Crime Prevention Council, which serves as the Coalition's secretariat.

## Associate

Businesses, foundations, and academic organizations that do not qualify for full or affiliate member status can link through this category with the Coalition. Associates include local, state, and national organizations that support the work of the Coalition but are not themselves directly involved in community-based prevention.

## Dues

Full member organizations .....\$100 per year  
Affiliate member groups .....\$50 per year  
Associate members ....cash or in-kind resources to support the Coalition's work

## Benefits

Full, affiliate, and associate member organizations will all receive the monthly Coalition *Bulletin*, the *Catalyst* newsletter, a reduced registration fee for the National Conference on Preventing Crime, reduced registration fees for NCPC trainings, and invitations to attend special regional crime prevention symposia. Full coalition members will receive a free copy of each NCPC publication; affiliates and associates will be permitted to purchase documents at a discount.

Specific qualifications and application forms for affiliate and associate membership will be available at the Coalition's Web site, [www.crimepreventcoalition.org](http://www.crimepreventcoalition.org), by June 1, or requested from NCPC by faxing a request to Coalition Membership (indicate full, affiliate, or associate) at 202-296-1356. Please include return fax number and name on faxed requests.

## PLEASE SEND ME INFORMATION ON COALITION MEMBERSHIP!

☐ Full membership    ☐ Affiliate membership    ☐ Associate membership

NAME \_\_\_\_\_

ORGANIZATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_





## On the Web

### Selected Resources

Be sure to visit [www.ncpc.org](http://www.ncpc.org), your crime prevention toolbox, for tips, checklists, strategies, and more, and [www.mcgruff.org](http://www.mcgruff.org), for kid-specific activities and information. The Web sites below can help you locate information beyond [www.ncpc.org](http://www.ncpc.org). Although we have selected these links with care, McGruff the Crime Dog and the National Crime Prevention Council are not responsible for the material posted on outside Web sites.

#### Children

|                                  |                                                                                          |
|----------------------------------|------------------------------------------------------------------------------------------|
| Berit's Best Sites for Kids      | <a href="http://db.cochran.com/li_toc.theoPage.db">db.cochran.com/li_toc.theoPage.db</a> |
| Children's Television Workshop   | <a href="http://www.ctw.org">www.ctw.org</a>                                             |
| Cyberkids                        | <a href="http://www.cyberkids.com">www.cyberkids.com</a>                                 |
| Department of Justice Kids' Page | <a href="http://www.usdoj.gov/kidspage">www.usdoj.gov/kidspage</a>                       |
| Exploratorium                    | <a href="http://www.exploratorium.edu">www.exploratorium.edu</a>                         |
| FBI Kids' Page                   | <a href="http://www.fbi.gov/kids/kids.htm">www.fbi.gov/kids/kids.htm</a>                 |
| Internet Public Library          | <a href="http://ipl.org/youth/">ipl.org/youth/</a>                                       |
| Kidlink                          | <a href="http://www.kidlink.org">www.kidlink.org</a>                                     |
| KidsCom                          | <a href="http://www.kidscom.com">www.kidscom.com</a>                                     |
| UNICEF Voices of Youth           | <a href="http://www.unicef.org/voy/">www.unicef.org/voy/</a>                             |
| Web Wise Kids                    | <a href="http://www.webwisekids.com">www.webwisekids.com</a>                             |
| Crime Prevention                 | <a href="http://www.ncpc.org">www.ncpc.org</a>                                           |

#### Crime Prevention Month

|                              |                                                                        |
|------------------------------|------------------------------------------------------------------------|
| Crime Prevention Month Kit   | <a href="http://www.ncpc.org/cpmonth.htm">www.ncpc.org/cpmonth.htm</a> |
| Crime Prevention Month Links | <a href="http://www.ncpc.org/links.htm">www.ncpc.org/links.htm</a>     |

#### Support and Information

|                                                  |                                                                                  |
|--------------------------------------------------|----------------------------------------------------------------------------------|
| American Probation and Parole Association        | <a href="http://www.csg.org/appa/">www.csg.org/appa/</a>                         |
| America's Promise                                | <a href="http://www.americaspromise.org">www.americaspromise.org</a>             |
| Better Business Bureau                           | <a href="http://www.bbb.org">www.bbb.org</a>                                     |
| ChildAlert.com                                   | <a href="http://www.childalert.com">www.childalert.com</a>                       |
| Children's Institute International               | <a href="http://www.childrensinstitute.org">www.childrensinstitute.org</a>       |
| Child Welfare League of America                  | <a href="http://www.cwla.org">www.cwla.org</a>                                   |
| Consumer Information Center                      | <a href="http://www.pueblo.gsa.gov">www.pueblo.gsa.gov</a>                       |
| Crime Prevention Coalition of America            | <a href="http://www.crimepreventcoalition.org">www.crimepreventcoalition.org</a> |
| CyberAngels                                      | <a href="http://www.cyberangels.org">www.cyberangels.org</a>                     |
| Drug-Free Resource Net                           | <a href="http://www.drugfreeamerica.org">www.drugfreeamerica.org</a>             |
| Drug Strategies                                  | <a href="http://www.drugstrategies.org">www.drugstrategies.org</a>               |
| Foundation Center                                | <a href="http://www.foundationcenter.org">www.foundationcenter.org</a>           |
| International Centre for the Prevention of Crime | <a href="http://www.crime-prevention-intl.org">www.crime-prevention-intl.org</a> |
| JoinTogether Online                              | <a href="http://www.jointogether.org">www.jointogether.org</a>                   |
| Keep Schools Safe                                | <a href="http://www.keeptoschoolsafe.org">www.keeptoschoolsafe.org</a>           |
| KidsCampaigns                                    | <a href="http://www.kidscampaigns.org">www.kidscampaigns.org</a>                 |

## Law Enforcement

|                                               |                                                                                          |
|-----------------------------------------------|------------------------------------------------------------------------------------------|
| Community Policing Consortium                 | <a href="http://www.communitypolicing.org">www.communitypolicing.org</a>                 |
| COPS-Community Oriented Policing Services     | <a href="http://www.usdoj.gov/cops/">www.usdoj.gov/cops/</a>                             |
| Corrections Connection Network                | <a href="http://www.corrections.com">www.corrections.com</a>                             |
| DARE                                          | <a href="http://www.dare-america.com">www.dare-america.com</a>                           |
| GREAT                                         | <a href="http://www.atf.treas.gov/great/great.htm">www.atf.treas.gov/great/great.htm</a> |
| International Association of Chiefs of Police | <a href="http://www.theiacp.org">www.theiacp.org</a>                                     |
| Justice Technology Information Network        | <a href="http://www.nlectc.org">www.nlectc.org</a>                                       |
| National Sheriffs' Association                | <a href="http://www.sheriffs.org">www.sheriffs.org</a>                                   |
| Police Executive Research Forum               | <a href="http://www.PoliceForum.org">www.PoliceForum.org</a>                             |
| Police Officer's Internet Directory           | <a href="http://www.officer.com">www.officer.com</a>                                     |

## Parents

|                                                    |                                                                        |
|----------------------------------------------------|------------------------------------------------------------------------|
| American Library Association Parent's Page         | <a href="http://www.ala.org/parentspage/">www.ala.org/parentspage/</a> |
| National Center for Missing and Exploited Children | <a href="http://www.ncmec.org">www.ncmec.org</a>                       |
| National Parent Information Network                | <a href="http://ericps.ed.uiuc.edu/npin/">ericps.ed.uiuc.edu/npin/</a> |
| Parent Soup                                        | <a href="http://www.parentsoup.com">www.parentsoup.com</a>             |
| Project kNOW                                       | <a href="http://www.projectknow.com">www.projectknow.com</a>           |
| Safekids                                           | <a href="http://www.safekids.org">www.safekids.org</a>                 |
| SafetyEd International                             | <a href="http://www.safetyed.org">www.safetyed.org</a>                 |
| Talking with Kids about Tough Issues               | <a href="http://www.talkingwithkids.org">www.talkingwithkids.org</a>   |

## Research

|                                                               |                                                                            |
|---------------------------------------------------------------|----------------------------------------------------------------------------|
| FBI Uniform Crime Reports                                     | <a href="http://www.fbi.gov/publish.htm">www.fbi.gov/publish.htm</a>       |
| Internet Public Library                                       | <a href="http://www.ipl.org">www.ipl.org</a>                               |
| Justice Information Center                                    | <a href="http://www.ncjrs.org">www.ncjrs.org</a>                           |
| National Clearinghouse for Alcohol and Drug Information       | <a href="http://www.health.org">www.health.org</a>                         |
| National Clearinghouse on Child Abuse and Neglect Information | <a href="http://www.calib.com/nccanrch/">www.calib.com/nccanrch/</a>       |
| National Consortium on Violence Research                      | <a href="http://www.ncovr.heinz.cmu.edu">www.ncovr.heinz.cmu.edu</a>       |
| Partnerships Against Violence                                 | <a href="http://www.pavnet.org">www.pavnet.org</a>                         |
| Search Institute                                              | <a href="http://www.search-institute.org">www.search-institute.org</a>     |
| Sourcebook of Criminal Justice Statistics                     | <a href="http://www.albany.edu/sourcebook/">www.albany.edu/sourcebook/</a> |

|                                                       |                                                                                            |
|-------------------------------------------------------|--------------------------------------------------------------------------------------------|
| National Association of Town Watch                    | <a href="http://www.nationaltownwatch.org">www.nationaltownwatch.org</a>                   |
| National Crime Prevention Centre (Canada)             | <a href="http://www.crime-prevention.org">www.crime-prevention.org</a>                     |
| National Fraud Information Center                     | <a href="http://www.fraud.org">www.fraud.org</a>                                           |
| Office of National Drug Control Policy                | <a href="http://www.whitehousedrugpolicy.gov">www.whitehousedrugpolicy.gov</a>             |
| Safe and Drug Free Schools Program                    | <a href="http://www.ed.gov/offices/OESE/SDFS/">www.ed.gov/offices/OESE/SDFS/</a>           |
| Stand for Children                                    | <a href="http://www.stand.org">www.stand.org</a>                                           |
| Street Guide to Gang Identity                         | <a href="http://www.gangID.ucdavis.edu/frames.html">www.gangID.ucdavis.edu/frames.html</a> |
| Street Law, Inc.                                      | <a href="http://www.streetlaw.org">www.streetlaw.org</a>                                   |
| United Against Crime Network                          | <a href="http://www.unitedagainst.com">www.unitedagainst.com</a>                           |
| U.S. Department of Justice                            | <a href="http://www.usdoj.gov">www.usdoj.gov</a>                                           |
| Office of Justice Programs                            | <a href="http://www.ojp.usdoj.gov">www.ojp.usdoj.gov</a>                                   |
| Bureau of Justice Assistance                          | <a href="http://www.ojp.usdoj.gov/BJA/">www.ojp.usdoj.gov/BJA/</a>                         |
| Bureau of Justice Statistics                          | <a href="http://www.ojp.usdoj.gov/bjs/">www.ojp.usdoj.gov/bjs/</a>                         |
| National Institute of Justice                         | <a href="http://www.ojp.usdoj.gov/nij/">www.ojp.usdoj.gov/nij/</a>                         |
| Office for Victims of Crime                           | <a href="http://www.ojp.usdoj.gov/ovc/">www.ojp.usdoj.gov/ovc/</a>                         |
| Office of Juvenile Justice and Delinquency Prevention | <a href="http://www.ncjrs.org/ojjdp/">www.ncjrs.org/ojjdp/</a>                             |
| Violence Policy Center                                | <a href="http://www.vpc.org">www.vpc.org</a>                                               |
| Weprevent.org                                         | <a href="http://www.weprevent.org">www.weprevent.org</a>                                   |
| YouthInfo                                             | <a href="http://www.youth.os.dhhs.gov">www.youth.os.dhhs.gov</a>                           |

## Teens

|                                 |                                                                                  |
|---------------------------------|----------------------------------------------------------------------------------|
| Children's Express              | <a href="http://www.ce.org">www.ce.org</a>                                       |
| Do Something                    | <a href="http://www.dosomething.org">www.dosomething.org</a>                     |
| Girls, Inc.                     | <a href="http://www.girlsinc.org">www.girlsinc.org</a>                           |
| Mighty Media                    | <a href="http://www.mightymedia.com">www.mightymedia.com</a>                     |
| Mining Company Teen Exchange    | <a href="http://www.teenexchange.miningco.com">www.teenexchange.miningco.com</a> |
| Project kNOW                    | <a href="http://www.projectknow.com">www.projectknow.com</a>                     |
| Resources for Youth             | <a href="http://www.preventviolence.org">www.preventviolence.org</a>             |
| Teens, Crime, and the Community | <a href="http://www.nationaltcc.org">www.nationaltcc.org</a>                     |
| Youth Crime Watch of America    | <a href="http://www.ycwa.org">www.ycwa.org</a>                                   |
| Youth as Resources              | <a href="http://www.yar.org">www.yar.org</a>                                     |

## Volunteering

|                                                       |                                                                                                    |
|-------------------------------------------------------|----------------------------------------------------------------------------------------------------|
| Campus Outreach Opportunity League                    | <a href="http://www.cool2serve.org">www.cool2serve.org</a>                                         |
| Corporation for National Service                      | <a href="http://www.cns.gov">www.cns.gov</a>                                                       |
| National Funding Collaborative on Violence Prevention | <a href="http://www.kidscampaigns.org/sites/nfcvp.html">www.kidscampaigns.org/sites/nfcvp.html</a> |
| Ideal IST                                             | <a href="http://www.idealists.org">www.idealists.org</a>                                           |
| Impact Online                                         | <a href="http://www.impactonline.org">www.impactonline.org</a>                                     |
| SERVEnet                                              | <a href="http://www.serve.net">www.serve.net</a>                                                   |
| YouthBuild USA                                        | <a href="http://www.youthbuild.org">www.youthbuild.org</a>                                         |

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## McGruff Products From A to Z

Crime Prevention Month is an ideal time to start, reinforce, or expand your crime prevention program with educational licensed products featuring McGruff and Scruff. Thousands of law enforcement agencies, schools, businesses, and community organizations use McGruff licensed educational products, and you can too.



For a complete package of sales brochures, call 800-627-2911 and ask for a licensed products packet. McGruff and Scruff licensed educational products are purchased directly from our licensees, not from the National Crime Prevention Council. A portion of the purchase price goes to help fund our public service advertising campaign.

| MCGRUFF PRODUCT                                                           | LICENSEE NAME                     | PHONE NUMBER(S)              |
|---------------------------------------------------------------------------|-----------------------------------|------------------------------|
| <b>Apparel</b> (including T-shirts, baseball caps, sweatshirts, and more) | Tee's Plus                        | 860-445-7355 or 800-782-8337 |
| <b>Badges and Shields</b>                                                 | Stoffel Seals                     | 914-353-3800 or 800-344-4772 |
| <b>Balloons</b>                                                           | Walter Cribbins                   | 206-441-5650 or 800-992-1915 |
| <b>Bean Bag Dolls</b>                                                     | Walter Cribbins                   | 206-441-5650 or 800-992-1915 |
| <b>Bicycle Safety Kit</b>                                                 | Boerner, Inc.                     | 612-473-7322 or 800-288-3344 |
| <b>Bumper Stickers</b>                                                    | Walter Cribbins                   | 206-441-5650 or 800-992-1915 |
| <b>Calendars</b>                                                          | JII Sales Promotion               | 614-622-4422                 |
| <b>Cassette Tapes and Song Books</b>                                      |                                   |                              |
| <i>McGruff and Scruff and the Crime Dogs</i> cassette tapes               | RODOG                             | 850-434-0500 or 800-915-4653 |
| <i>McGruff Cares for You</i> cassette tapes                               | Take Five Productions             | 609-227-6858                 |
| <b>CD-ROM Programs</b>                                                    | AIMS Media                        | 818-773-4300 or 800-367-2467 |
| <b>Coloring/Activity Books</b>                                            | McGruff Specialty Products Office | 518-842-4388                 |
| <b>Crime Prevention Brochures</b>                                         | McGruff Specialty Products Office | 518-842-4388                 |
| <b>Decals for Law Enforcement Vehicles</b>                                | Island Printing                   | 708-416-3103 or 800-647-2966 |
| <b>Die-Cut Shapes for Bulletin Boards</b>                                 | Ellison Educational Equipment     | 714-724-0555                 |
| <b>Drug Education Slide Guide</b>                                         | McGruff Specialty Products Office | 518-842-4388                 |
| <b>Educational Videos</b>                                                 | AIMS Media                        | 818-773-4300 or 800-367-2467 |
| <b>Emergency Beacon Light Bulb</b>                                        | Response Technology               | 703-255-3224 or 800-449-6537 |
| <b>Fingerprinting Kit</b>                                                 | Boerner, Inc.                     | 612-473-7322 or 800-288-3344 |
| <b>Fuzzy McGruff and Scruff Stickers</b>                                  | CMC/Personal Expressions          | 800-722-2776                 |
| <b>Gang Prevention Static Cling Decals and Posters</b>                    | Island Printing                   | 708-416-3103 or 800-647-2966 |
| <b>Graffiti—Bumper Stickers for Sneakers</b>                              | Graffiti & Co.                    | 303-291-1011                 |
| <b>Halloween Bags and Alternatives to Candy</b>                           | McGruff Specialty Products Office | 518-842-4388                 |
| <b>Halloween Safety Kit</b>                                               | Boerner, Inc.                     | 612-473-7322 or 800-288-3344 |
| <b>Identification Kit</b>                                                 | Boerner, Inc.                     | 612-473-7322 or 800-288-3344 |

|                                                                          |                                   |                              |
|--------------------------------------------------------------------------|-----------------------------------|------------------------------|
| <b>Lapel Pins</b>                                                        | Precision Arts                    | 800-328-4088                 |
|                                                                          | Stoffel Seals                     | 914-353-3800 or 800-344-4772 |
|                                                                          | Valley Casting                    | 612-545-6414                 |
| <b>Magnets</b>                                                           | CMC/Personal Expressions          | 800-722-2776                 |
| <b>McGruff and Me Personalized Book</b>                                  | Hefty Publishing                  | 850-934-1599 or 800-732-3009 |
| <b>McGruff Backpacks</b>                                                 | Mango Teddy Bear Co.              | 907-243-2979                 |
| <b>McGruff Costume</b>                                                   | Robotronics                       | 801-489-2266 or 800-762-6876 |
|                                                                          | Signs and Shapes                  | 402-331-3181                 |
| <b>McGruff Animated Costume</b>                                          | Robotronics                       | 801-489-2266 or 800-762-6876 |
| <b>McGruff Exhibit</b>                                                   | Exposystems                       | 301-587-3907                 |
| <b>McGruff Robot</b>                                                     | Robotronics                       | 801-489-2266 or 800-762-6876 |
| <b>Neighborhood Watch Signs</b>                                          | Walter Cribbins                   | 206-441-5650 or 800-992-1915 |
| <b>Newsletter, The McGruffletter</b>                                     | JAM Communications                | 212-941-6080                 |
| <b>Official Autographed Picture of McGruff</b>                           | McGruff Specialty Products Office | 518-842-4388                 |
| <b>Paper Weights</b>                                                     | Brodin Studios                    | 612-588-5194 or 800-274-5194 |
| <b>Promotional Items</b> (including pens, pencils, mugs, stickers, etc.) | Walter Cribbins                   | 206-441-5650 or 800-992-1915 |
|                                                                          | Graffeties & Co.                  | 303-291-1011                 |
|                                                                          | JII Sales Promotion               | 614-622-4422                 |
|                                                                          | CMC/Personal Expressions          | 800-722-2776                 |
|                                                                          | McGruff Specialty Products Office | 518-842-4388                 |
| <b>Puppets</b>                                                           |                                   |                              |
| McGruff classroom puppet                                                 | Robotronics                       | 801-489-2266 or 800-762-6876 |
| Plastic hand puppets                                                     | McGruff Specialty Products Office | 518-842-4388                 |
|                                                                          | Walter Cribbins                   | 206-441-5650 or 800-992-1915 |
| <b>Recognition Awards</b>                                                | Brodin Studios                    | 612-588-5194 or 800-274-5194 |
| <b>Reflective Apparel and Accessories</b>                                | GSSC                              | 612-858-5000 or 800-284-2158 |
|                                                                          | Printmark Industries              | 717-455-7000                 |
| <b>Rubber Stamps</b>                                                     | Peg's Stationers                  | 814-237-6539                 |
| <b>Safe Wheels Kit</b>                                                   | Boerner, Inc.                     | 612-473-7322 or 800-288-3344 |
| <b>Safer Seniors Kit</b>                                                 | Boerner, Inc.                     | 612-473-7322 or 800-288-3344 |
| <b>Scruff Sticker Book</b>                                               | Hefty Publishing                  | 850-934-1599 or 800-732-3009 |
| <b>Telephone Calling Cards</b>                                           | PhonLynx                          | 215-638-3500                 |
| <b>Temporary Tattoos</b>                                                 | Grafeeties & Co.                  | 303-291-1011                 |
| <b>Umbrellas</b>                                                         | Walter Cribbins                   | 206-441-5650 or 800-992-1915 |
| <b>Watches</b>                                                           | Walter Cribbins                   | 206-441-5650 or 800-992-1915 |
| <b>Water Bottles</b>                                                     | Walter Cribbins                   | 206-441-5650 or 800-992-1915 |
| <b>Whistles</b>                                                          | McGruff Specialty Products Office | 518-842-4388                 |
|                                                                          | Walter Cribbins                   | 206-441-5650 or 800-992-1915 |

**VISIT OUR LICENSEES' WEB SITES**

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Boerner, Inc. • [www.mcgruff-safe-kids.com](http://www.mcgruff-safe-kids.com)

■ Walter Cribbins • [www.cribbins.com](http://www.cribbins.com)

■ Grafeeties & Co. • [www.grafeeties.com](http://www.grafeeties.com)

Hefty Publishing • [www.hefty.com](http://www.hefty.com)

■ RODOG • [www.crimedog.com](http://www.crimedog.com)

■ Response Technology • [www.emergencybeacon.com](http://www.emergencybeacon.com)

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## Selected NCPC Resources

These and other items can be purchased by calling 800-NCPC-911.

### 350 Tested Strategies To Prevent Crime

1995. Item M50. \$39.95

### Barter, Bargain, and Borrow

1987. Item R4B. \$3.95

### Charting Success: A Workbook for Developing Crime Prevention and Other Community Service Projects

Updated 1995. Item M11B. \$7.95

### Community Works: Smart Teens Mean Safer Communities

1997. Available through the Social Studies School Service. 800-421-4246. \$119.00

### Designing Safer Communities: A Crime Prevention Through Environmental Design Handbook

1997. Item M62. \$21.95

### Everybody Loves To Trash Teenagers, Right?

Individual copies free. Call 800-722-TEENS. Bulk copies in sets of 25. Item M51. \$25.00

### Finding Federal Funds (and Other Resources) To Prevent Crime

1997. Item R12A. \$12.95

### Helping Communities Mobilize Against Crime, Drugs, and Other Problems

1992. Item M32A. \$5.95

### Helping Kids Handle Conflict

1995. Item M37. \$24.95

### How Communities Can Bring Up Youth Free From Fear and Violence

1995. Item M45. \$11.95

### Ink & Airtime: Working Effectively With the Media

1987. Item M5B. \$14.95

### Keeping Kids Safe: A Kit for Caring Communities

1997. Item K12. \$69.95

### Let's Say: "We Can Work It Out!"

Available through the Social Studies School Service. 800-421-4246. \$40.00

### Maintaining Neighborhood Watch Programs

1986. Item R1B. \$3.95

### McGruff's Elementary Drug Prevention Activity Book

1992. Item K8. \$19.95

### New Ways of Working With Local Laws To Reduce Crime

1996. Item Law1. \$14.95

### Not Alone, Not Afraid (Acompañados y sin miedo)

Item SP1. Single copy free.

### Partner With the Media To Build Safer Communities

1995. Item K20. \$19.95

### Preventing Violence Against Women: Not Just a Women's Issue

1995. Item M38. \$16.95

### Reducing Gun Violence: What Communities Can Do

1995. Item M60. \$9.95.

### Safer Schools: Strategies for Educators and Law Enforcement Seeking To Prevent Violence Within Schools

Item M64. Single copy free.

### Securing the Future for Safer Communities (Asegurando el futuro para los jóvenes y las comunidades)

1998. Individual copies free, call 800-727-UNETE. Bulk copies in sets of 25. Item M53. \$25.00.

### Spanish and English Brochure Masters

Item B55. \$9.95

### Taking a Stand Against Violence, Drugs, and Other Crime

Updated 1997. Item M30B. \$49.95

### Talking With Youth About Prevention: A Teaching Guide for Law Enforcement and Others

Updated 1997. Item M29A. \$29.95

### We Can Work It Out! Problem Solving Through Mediation

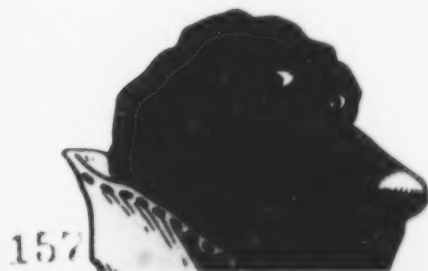
1993. Available through the Social Studies School Service. 800-421-4246. \$40.00.

### When a Child Reports a Crime: Encouraging Children To Report Crime and Responding Appropriately When They Do

1992. Item M27. \$14.95

### Working With Older Americans

1990. Item R8B. \$5.95





## Let Us Know What You Think!

### USER SURVEY CARD

Please take a moment to answer these questions. Then fold this card, tape it, and mail it with a 33¢ stamp. Your comments will help us prepare for Crime Prevention Month 2000. If you return this survey by October 31, 1999, we'll send you a 20th Anniversary McGruff lapel pin.

#### Community size:

- ☐ Less than 25,000      ☐ 25,000-100,000  
☐ 100,000-200,000      ☐ More than 200,000

#### Please indicate the kind of group that is using this kit:

- ☐ Law Enforcement      ☐ School      ☐ Community Group  
☐ Business      ☐ Library      ☐ Neighborhood Watch  
☐ Other (please specify) \_\_\_\_\_

#### How did you like the calendar format?

- ☐ Very much      ☐ A lot      ☐ Somewhat  
☐ A little      ☐ Not very much      ☐ Not at all

#### How helpful are these features of the calendar?

|                                                    | SLIGHTLY HELPFUL |   |   |   |   | EXTREMELY HELPFUL |   |   |   |   |
|----------------------------------------------------|------------------|---|---|---|---|-------------------|---|---|---|---|
|                                                    | 1                | 2 | 3 | 4 | 5 | 1                 | 2 | 3 | 4 | 5 |
| Planning Your October 2000 Event (monthly feature) | 1                | 2 | 3 | 4 | 5 | 1                 | 2 | 3 | 4 | 5 |
| Celebrating McGruff's 20th (monthly feature)       | 1                | 2 | 3 | 4 | 5 | 1                 | 2 | 3 | 4 | 5 |
| McGruff: 20 in 2000                                | 1                | 2 | 3 | 4 | 5 | 1                 | 2 | 3 | 4 | 5 |
| Sample Press Release                               | 1                | 2 | 3 | 4 | 5 | 1                 | 2 | 3 | 4 | 5 |
| A Proclamation for Crime Prevention Month 1999     | 1                | 2 | 3 | 4 | 5 | 1                 | 2 | 3 | 4 | 5 |
| Publicizing Your Crime Prevention Month Event      | 1                | 2 | 3 | 4 | 5 | 1                 | 2 | 3 | 4 | 5 |
| Motivating Supporters Through the Media            | 1                | 2 | 3 | 4 | 5 | 1                 | 2 | 3 | 4 | 5 |
| Asking for Stuff                                   | 1                | 2 | 3 | 4 | 5 | 1                 | 2 | 3 | 4 | 5 |
| Reproducible Brochures                             | 1                | 2 | 3 | 4 | 5 | 1                 | 2 | 3 | 4 | 5 |
| 20th Anniversary Reproducible Art                  | 1                | 2 | 3 | 4 | 5 | 1                 | 2 | 3 | 4 | 5 |
| Web Resources                                      | 1                | 2 | 3 | 4 | 5 | 1                 | 2 | 3 | 4 | 5 |
| Selected NCPC Resources                            | 1                | 2 | 3 | 4 | 5 | 1                 | 2 | 3 | 4 | 5 |
| McGruff Products List                              | 1                | 2 | 3 | 4 | 5 | 1                 | 2 | 3 | 4 | 5 |

#### Which camera-ready materials included in this year's calendar do you think you will reproduce and distribute?

|                                            | EXPECT TO USE?           |                          | # OF COPIES |
|--------------------------------------------|--------------------------|--------------------------|-------------|
|                                            | YES                      | NO                       |             |
| • Home Security Checklist                  | <input type="checkbox"/> | <input type="checkbox"/> | _____       |
| • The Law's On Your Side                   | <input type="checkbox"/> | <input type="checkbox"/> | _____       |
| • Don't Lose a Friend to Drugs             | <input type="checkbox"/> | <input type="checkbox"/> | _____       |
| • Teen Dating Violence                     | <input type="checkbox"/> | <input type="checkbox"/> | _____       |
| • Alcohol Is Number One                    | <input type="checkbox"/> | <input type="checkbox"/> | _____       |
| • Take a Stand Against Crime               | <input type="checkbox"/> | <input type="checkbox"/> | _____       |
| • Working Together To Create Safer Schools | <input type="checkbox"/> | <input type="checkbox"/> | _____       |
| • Safer Seniors                            | <input type="checkbox"/> | <input type="checkbox"/> | _____       |
| • It's Time To Stop the Violence           | <input type="checkbox"/> | <input type="checkbox"/> | _____       |
| • Cybersafety for Kids Online              | <input type="checkbox"/> | <input type="checkbox"/> | _____       |
| • Business Travel Safety Tips              | <input type="checkbox"/> | <input type="checkbox"/> | _____       |
| • Tips on Managing Conflict                | <input type="checkbox"/> | <input type="checkbox"/> | _____       |
| • Graffiti—Often the First Sign of Trouble | <input type="checkbox"/> | <input type="checkbox"/> | _____       |
| • Raising Streetwise Kids                  | <input type="checkbox"/> | <input type="checkbox"/> | _____       |
| • Teen Alert                               | <input type="checkbox"/> | <input type="checkbox"/> | _____       |

#### Are there other crime prevention materials you would like to see in next year's guide?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Additional comments:

Complete the information below and return  
by October 31, 1999 to receive your FREE  
20th Anniversary McGruff lapel pin!

NAME

ORGANIZATION

ADDRESS

CITY

STATE

ZIP

PHONE

FAX

E MAIL

FOLD HERE

FOLD HERE

FOLD HERE

FOLD HERE

PLEASE  
PLACE 33¢  
STAMP HERE

**Attn: Crime Prevention Month 1999**

National Crime Prevention Council  
1700 K Street NW, Second Floor  
Washington, DC 20006-3817

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The National Crime Prevention Council is a private, nonprofit, tax-exempt [501(c)(3)] organization whose principle mission is to enable people to prevent crime and build safer, more caring communities. NCPC publishes books, kits of camera-ready program materials, posters, and informational and policy reports on a variety of crime prevention and community building subjects. NCPC offers training, technical assistance, a national focus for crime prevention, and acts as a secretariat for the Crime Prevention Coalition of America. 123 national, federal, and state organizations committed to preventing crime. It also operates demonstration programs and takes a major leadership role in comprehensive community crime prevention strategies and youth crime prevention. NCPC manages the McGruff "Take A Bite Out Of Crime" public service advertising campaign, which is substantially funded by the Bureau of Justice Assistance, Office of Justice Programs, U.S. Department of Justice, as part of the National Citizens' Crime Prevention Campaign. Proceeds from the sale of materials, which are funded by public and private sources, are used to support the continued work of the National Citizens' Crime Prevention Campaign.

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